

# The NATIONAL UNDERWRITER

60¢ a copy  
\$7.50 a year

—The National Weekly Newspaper of Life and A&S Insurance—

Second class postage paid at Chicago.  
Published weekly (with two extra issues in September) at 175 W. Jackson Blvd., Chicago 4, Illinois.

September 3, 1960  
64th Year, No. 36

## Life Insurance Column Sponsored By American Society Now In 41 Papers

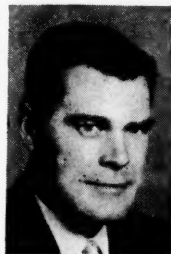
By ROBERT B. MITCHELL

Aimed at establishing a better relationship between the public and the life insurance business, a syndicated column on life insurance sponsored by the American Society of CLU has been adopted as a regular feature by 41 newspapers having a total circulation of 54 million.

While the American Society is given credit by the papers, the society avoids anything that would seem to "plug" the CLU agent as being superior to the non-CLU.

The columns are written by Charles C. Robinson, communications consultant of Wellesley Hills, Mass., who has had long experience in life insurance, most recently as agency vice-president of Columbian National (now Hartford) Life. He was for some years editor of the Insurance Salesman. The columns

follow the question-and-answer format and the questions give an interesting insight as to what is on the reading



Jack A. Duce



C. C. Robinson

public's mind as respects life insurance.

In answer to an inquiry from THE NATIONAL UNDERWRITER, the project's director, Assistant Managing Director

Jack A. Duce, said that columns are supplied gratis by American Society and that while there appears to be no definite pattern to the sort of questions readers ask, it seems that most questions relate to basic principles of life insurance rather than to the more technical or complicated questions in the field of advanced selling.

### Some Of The Common Questions

Some of the more common questions are these: How much life insurance should I own? What is the best type of policy for me? Explain the beneficiary designations and the settlement options. What are the advantages of an annuity? Is the X company a good one?

There have been a number of questions on the merits of term vs ordinary or some other form of permanent

(CONTINUED ON PAGE 14)

## Blumberg For Halting NALU Building Fund Drive; Takes Stand On 9 Issues

KNOXVILLE—Opposition to continued fund-raising drives for the



David Blumberg

NALU headquarters building and to some aspects of financed insurance and group insurance are expressed by David M. Blumberg, general agent here for Massachusetts Mutual, trustee of NALU, and candidate for NALU secretary, in memorandum issued by

his campaign headquarters here.

The memorandum, headed "This I Believe," also touches on health care for the aged, the Keogh (now Smathers) type of legislation, the sale of mutual funds by life agents, multiple-line selling, social security, and state vs federal supervision.

Mr. Blumberg's statement that the fund raising drive should be stopped and a dues increase of a dollar substituted therefor is quoted in full in an editorial in this issue.

Saying that financed life insurance, also known as minimum deposit or bank loan, should be sold only whenever the client's needs require it, Mr. Blumberg points out that the major criticism leveled at this type of sale was the twisting and replacing of existing cash-value life insurance with new contracts.

"Such a practice," he says, "is detrimental to the client's interest and

(CONTINUED ON PAGE 26)

## Many Insurers Plan Dinners To Be Held During NALU Meet

WASHINGTON—Forty-three life companies will be hosts at receptions and/or dinners for their representatives attending the annual convention of National Assn. of Life Underwriters here Sept. 11-16.

All the company affairs will be Thursday evening, Sept. 15, prior to the NALU president's ball.

Companies planning receptions and/or dinners are:

Aetna Life, Bankers of Iowa, Berkshire, Columbus Mutual, Connecticut General, Connecticut Mutual, Continental American, Continental Assurance, Equitable of Iowa, Equitable Society, Fidelity Mutual, Franklin, Great-West, Guardian, Gulf, Home Life of New York, Jefferson Standard, John Hancock, Liberty National, Life of Virginia, Lincoln National, Manhattan, Massachusetts Mutual, Metropolitan, Mutual Benefit Life, Mutual of New York, National of Vermont, New England Life, New York Life, Northwestern Mutual, Occidental of California, Ohio State, Penn Mutual, Phoenix Mutual, Provident Mutual, Prudential, State Mutual, Travelers, Union Central, United States Life, Sun of Canada, Indianapolis Life and American United.

## Commerce Secretary, Gov. Hodges, Gregg Of CLU On NALU Card

WASHINGTON—Commerce Secretary F. H. Mueller, North Carolina Gov. Luther H. Hodges and President Davis W. Gregg of American College are the latest additions to the speakers roster for the NALU annual convention here Sept. 11-16.

Secretary Mueller and Gov. Hodges will discuss the key issues of the presidential election from the Republican and Democratic viewpoints, respectively, at the Agents Forum Tuesday evening, Sept. 13.

Mr. Gregg will be the principal speaker at the dedication of the new NALU headquarters building here Sunday, Sept. 11.

## NALU Now In New Home; Move Made Over The Weekend

### Long Awaited Event Occurs Without Interruption Of Headquarters Work Routine

WASHINGTON—National Assn. of Life Underwriters on Monday began operations in its new headquarters building here, at 1922 F Street, N. W.

The transfer was completed between Friday evening and Sunday evening, without interruption of the association's normal headquarters work routine.

The new building, an imposing Georgian-colonial structure a few blocks from the White House and adjacent to the campus of George Washington University, will be officially dedicated at 1:45 p.m. Sunday, Sept. 11, the opening day of the NALU annual convention.

### Letting Everybody Know

"We are making every effort to apprise individuals and organizations with whom NALU has contact about our change of address," said Executive Vice-president Lester O. Schriver. "It is hoped that industry-wide notice will be taken of our move so that there will be no interruption of headquarters communication with our affiliated and allied associations and the membership at large."

Occupancy of the new headquarters building represents the end of a long and arduous struggle, beset with fantastic vicissitudes. The idea of owning instead of renting originated about nine years ago. NALU was at that time located in New York City, where it had been for many years and seemed likely to continue to be located, so far

(CONTINUED ON PAGE 25)



First brother team to receive both the CLU and CPCU designations. At left is John L. Tabor of the Maurice Tabor general agency of Travelers at New York, a CLU who was recently awarded his CPCU designation. At the right is his brother, Robert G. Tabor, who has held both designations for some time. Between them is their father, Maurice S. Tabor, head of the Tabor agency. He is a charter member of CLU, belonging to the class of 1928, the first to be awarded the designation.

## Friends Across U. S. To Eat Cake On Nw National's Birthday

A number of packages of Pillsbury deluxe famous cake mix are being sent across the country to the friends of Northwestern National Life. A wrapper on the box invites the recipients to bake their cakes on Sept. 15 and celebrate with the company its 75th birthday. The package is topped with a tiny candle.

John S. Pillsbury Jr., president of Northwestern National, is a member of the Pillsbury Co. family, establishing an unusual link between a life company and a box of cake mix.

## LIFE OF GEORGE W. PERKINS

## New Book Gives Account Of Turbulent Era In Life Insurance

By ROBERT B. MITCHELL

Agents had to be stimulated with contests and inspirational oratory, competition was keen and the voluminous race dwarfed today's most active efforts, top producers were selling a million a year, proselyting was not unknown—in fact, the life insurance business in the '90s must have been amazingly like what it is today.

It's described with a fascinating wealth of detail in a new book, "Right Hand Man, the Life of George W. Perkins," by John A. Garraty, professor of history at Columbia University.

## V-P At Age 30

George W. Perkins was the youthful and phenomenally successful agency vice-president of New York Life who loved the life insurance business so much that only the repeated and insistent offer of a partnership by the original J. Pierpont Morgan got him away from the company—and even then he held office in both organizations as long as he could. He was also a close associate of Theodore Roosevelt in the Progressive party.

The author has never been in the life insurance business, so far as the book's dust-wrapper discloses, but he writes about it informatively and sympathetically, even when telling about the extremes that some companies resorted to in their zeal to do more business.

## Tribute From President McCall

What New York Life's management thought of Mr. Perkins's abilities may be gathered from President John A. McCall's statement to the finance committee in trying to persuade them to triple Mr. Perkins's salary: "He has done so many remarkable things and saved the policyholders so much money that it is difficult to particularize."

Mr. Perkins had been elected 3rd vice-president in charge of all agency matters when only 30 years old, after a brilliantly successful career in charge

of the midwest territory. His weekly publication, the Bulletin, which he had started in the midwest, became a home office publication and continued until it was succeeded, in the 1930s, by Nylc Review. These Bulletins were filled with news of contests, special incentives and attractive prizes, as well as advice and inspiration that sound surprisingly like what is found today in publications of many life companies.

## Wide Variety In Contests

"Friendly competitions between individual agents or whole organizations were the most common device for stimulating business," the books says. "These might range from simple contests, like the one run in October, 1896, which offered the top 'producer' in each area a 'musical piano' worth \$75, to the gigantic 'Surprise Party' contest of 1892, in which the 35 agents in various classes and regions who sold the most insurance in 'honor' of President McCall were brought to New York 'to enjoy themselves as they never have before in their lives.' The grand prize in the latter contest was a huge gold watch, while all the winners received diamond stickpins, with the stones set to form the figures '35.'"

## Quotations From Bulletins

Here are a couple of passages from the Bulletins, quoted by Mr. Garraty: "There are many lessons to be learned from our September Roll of Honor. . . . Each of these men wrote \$50,000 or over in September; the average man asks how they did it? 1st. They worked ALL the time. 2d. They planned well. 3d. They wasted no time on hopeless cases. . . . 8th. When they talked to a man they FELT that they MUST and WOULD get him. There was no half-hearted work; THEY BELIEVED THEY WOULD SUCCEED."

"Timidity is no part of an insurance man's stock in trade. Don't feel that somebody is going to get ahead of you, because you think he will write more  
(CONTINUED ON PAGE 25)

## NALU Seeks Views Of Nixon, Kennedy On OASI vs Insurance

WASHINGTON—NALU has asked Vice-president Nixon and Sen. Kennedy for expressions of their views on social security and the private life insurance business.

Writing to Sen. Kennedy, General Agent Albert C. Adams of John Hancock, Philadelphia, chairman of the NALU social security committee, mentioned that AFL-CIO Vice-president Walter P. Reuther had endorsed Kennedy for president, and Mr. Adams pointed out that Mr. Reuther in 1950 testified approvingly on increasing social security to the point where private welfare plans would no longer be needed. Mr. Adams asked Mr. Kennedy if he agrees with that view. He wrote along similar lines to Vice-president Nixon.

## William Bruce Honored On Retirement From California Department

The staff of the California department at San Francisco and members of the insurance industry honored William Bruce, retiring chief examiner of California at a luncheon in San Francisco this week.

Commissioner F. Britton McConnell; Presidents J. F. Crafts of Fireman's Fund, H. J. Stewart of West Coast Life; N. L. Fairbairn of California Compensation & Fire, H. A. Hatch of Argonaut, and John R. McKee of California Casualty Exchange spoke in tribute to Mr. Bruce, whose connection with the California department dates from September, 1937.

Mr. Bruce has become known throughout the country for his participation in the work of National Assn. of Insurance Commissioners. He received letters and telegrams of good wishes from his friends across the U.S.

He started with the department at Los Angeles as senior examiner in 1937 and was made a supervisor of examinations at San Francisco in 1947. The following year he was advanced to chief examiner in charge of all functions of the department. In 1957 he took over the supervision of the rating bureau.

Mr. Bruce's career with the department spans the terms of commissioners S. L. Carpenter, Rex Goodcell, Anthony Caminetti Jr., Wallace Downey, J. R. Maloney and Mr. McConnell.

## Not Sun Life Of Canada

It was incorrectly stated in an item in last week's issue about an auction sale of a block of Eastern Life's stock that Judea Ins. Co. of Tel Aviv had been bought some years ago by Sun Life of Canada.

## Reno Feted For Long Service

Robert R. Reno Jr., associate manager of Equitable Society at Chicago, was honored at a luncheon there by 40 veterans of the company on the occasion of Mr. Reno's 40th anniversary with Equitable Society. Manager Llewellyn G. Owens was host. Mr. Reno, a long-time "wheel horse" of NALU affairs, will be recognized as a member of the 1935 CLU graduating class at that body's conferment exercises in Washington, D.C., Sept. 14.

On the same occasion, Mr. Owens will receive his diploma in agency management from American College. He is one of six Equitable managers nationwide who completed the examinations for the diploma this year.

## Drastic Results If H. R. 10 Is Passed Demand Quick Action

William Harmelin, field supervisor in the Harmelin agency of Continental Assurance at New York, has written the following comment on his recent speaking tour, during which he was shocked at the degree of apathy among life insurance field men toward the effects of the H.R. 10, formerly called the Keogh bill and now known as the Smathers bill.

For a number of years now, there has been pressure from all sides to bring about the passage of the Keogh bill or some version of it that would enable self-employed persons to create retirement programs with tax-deductible dollars. However, because of the fear of a considerable loss of tax revenue, the Treasury Department has recommended and the Senate finance committee has agreed, by a vote of 12 to 5, to tie pensions to self-employed in with pensions for the small close corporation.

If this is done along the lines of the proposed bill, in my opinion most corporate owners will be compelled to discontinue the plans that have been set up and approved by the Internal Revenue Service. This will deprive millions of employees of small businesses of valuable retirement benefits, because the proposed bill would make it economically unsound for small corporations to adopt or continue present plans. Further, it would discriminate against the small business man in being able to attract and retain key personnel, because big business, by its very nature, would not suffer by the proposed changes affecting pension or profit-sharing plans.

## Lauds NALU's Work

John Z. Schneider, Connecticut General Life, Baltimore, trustee of NALU and chairman of its federal law and legislation committee, presented a very comprehensive and convincing testimony at the Senate finance committee hearings. This was extremely important. But it appears that most insurance agents, home office personnel who should be concerned, and representatives of small business do not realize that the proposed law could create the havoc that is in store if the bill is adopted on the present basis.

For the last several months I have been speaking to associations throughout the country and have found that  
(CONTINUED ON PAGE 25)

## Blue Cross Now Has National Structure

A national Blue Cross organization structure has been established, effective Oct. 1, by action of the house of delegates of American Hospital Assn. after 18 months of study. The action provides for two separate organizations, American Hospital Assn. and Blue Cross Assn., as partners in promotion of the voluntary prepayment system.

Proponents say the move puts Blue Cross in a better competitive position with commercial insurers selling hospital covers. Local autonomy of Blue Cross plans will not be disturbed.

Blue Cross will have two seats on the American Hospital Assn. board, and the latter will be represented on the Blue Cross board. Blue Shield is not affected by the reorganization.



Lowell Thomas, center, looks over material for Equitable Society's "Our American Heritage" series to be presented on the NBC-TV network. Flanking him are two Equitable senior vice-presidents, Joseph L. Beesley, on the left, and Melville P. Dickinson.

Mr. Thomas will act as host for the show, which is a series of seven historical dramatizations. This will be its second season. The first show will be Oct. 21, 7:30-8:30 p.m., eastern daylight time. Subjects include the early career of Theodore Roosevelt and the last years of Alexander Hamilton. Mr. Thomas will introduce each program and talk on the significant contributions to the American heritage made by the events and figures portrayed. The series is produced in collaboration with American Heritage magazine.





GEORGE C. McCABE

Mr. Francis J. Budinger, C.L.U.  
Executive Vice President  
Franklin Life Insurance Company  
Springfield, Illinois

## Talk about a salesman's dream!

Chicago, Illinois  
June 16, 1960

Dear Bud:

Your recent letter of congratulation on my current production caused me to pause and consider the one and a half year period of my Franklin Life association, which has passed so quickly. On December 1, 1958 I accepted the opportunity extended to me by Area Manager John E. Duffy to become an associate of the dynamic Duffy Agency. I had no previous selling experience, but with John's generous assistance decided to give it my all for at least one full year.

Home office records will indicate that during 1959 my paid annualized premium amounted to \$21,731. I am privileged to be a charter member of the Franklin Million Dollar Conference; a member of the Diplomat Club, the Order of the Diamond; and am the proud possessor of a beautiful Salesman's Trophy—not to mention over \$300 in cash prizes and 10,000 merchandise points. Talk about a salesman's dream!

My goal for 1960 is \$25,000 of paid premium, and I am on schedule. Unquestionably this year will reflect an increase from every standpoint. And I know without a doubt that Franklin Specials, Franklin sales aids and tools are unsurpassed in the industry, and make any market approachable. Best of all, the marvelous cooperation of all home office departments is a constant source of happiness and amazement. Ours is truly an agent's company. And I look forward to a long and happy career with the friendly Franklin.

Cordially,  
GEORGE C. McCABE

*An agent cannot long travel at a faster gait than the company he represents!*



### *The Friendly* **FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans*  
Over Three Billion Eight Hundred Million Dollars of Insurance in Force

## Calls Packaging Of General Lines With Life And A&S Impracticable

Some definite ideas on combining life, A&S and homeowners coverage in a single package are expressed in the following letter from a midwestern general lines agent, who is a CLU and whose agency sold more than a million of life insurance last year, plus a substantial amount of group insurance.

For the past three years we have been unable to sell successfully present combination policy plans involving ordinary life or higher premium form. The permanence of life insurance and the transitory nature of other forms appear to be incompatible and we have definitely discarded the idea of reaching the present market.

Most persons have purchased some form of life before they reach the age when they acquire property requiring other forms of coverage. Since none of the existing plans take into account the assimilation of existing life premiums, the service rendered to the client is negative. His desire is to include all premiums that he pays in a single budget plan, and so far there are no companies willing to collect the other companies' life premium.

### Life Cover Jells Earlier

As each individual progresses financially and otherwise, his property values change radically, whereas his life program may have been completed by his parent or himself prior to this sharp increase in property values. He may move anywhere with his life policy, remitting from all points of the globe, and have his contract remain in force, but this is not true of automobile, fire and other lines under present plans.

We have long advocated cooperative advertising to combat non-agency insurers. We have consistently spent from 7% to 10% of our budget without any assistance from any companies. If we could double our effectiveness with our advertising dollar, there is no question that we could successfully present the most effective program in the business today. I am wholeheartedly in favor of a cooperative expense sharing ad program.

### Packaging Needs Extending

We accept the package principle, but it should be extended to farms, commercial accounts and industrial operations. If the policies are to be effective they must be extended to those basic coverages which will give one agency complete control of the average family's insurance other than life. Then, if the agency provides life, it will also control the life business.

We once thought a single multiple line company would be the ultimate answer to our problems, but we now are convinced that our preservation and growth depend on representing several strong multiple line companies, both bureau and independent, because of the fumbling, inept approach to the common market. It seems almost unreal to see the peculiar approaches made by company men who are not producers and who do not seek the counsel of producers.

### Needs To Consult With Agents

You need only look at the multiple changes that have been made to realize that desk jockeys cannot read the consumer's mind. A few moments with hard-hitting, practical agents would eliminate much of the confusion that is rampant today. Our decision is based on the experience of the past five years and particularly the last two years.

Each company has closed ranks on its own book of business and has so restricted itself in certain lines as to make it impossible to adequately serve clients through a single company. Agent consultation is paramount in policy formulation, planning, advertising and searching out the true public need.

### Continental Assurance Leading Producers In East Honored

Awards for outstanding sales and service performance were presented by Continental Assurance to eight producers during the Pyramid Club meeting of the company's eastern, Canadian and career departments in Atlantic City Aug. 24-26.

Top award as national leader went to N. C. Litwack of the Belber Agency at Newark. Mr. Litwack also was the winner of the eastern department award. An award was presented also to Isidore Schnaper of the Hack agency in Baltimore.

Jerome Mann and Maurice Bender, both of Scheer & Co., Chicago, were presented awards in the career department. Jean Avar of Montreal won the Canadian department award.

Receiving awards as new agents were Alex Kadansky of Simons & Co., Springfield, Mass., in the eastern department; Kurt Fixsen of the Nagle agency, Garden City, N. Y., in the career department; and Bernard L. Warner of Toronto, in the Canadian department.

Sentry Life of the Hardware Mutual group has been licensed in Ohio.

## American National In Force Is Up 45%

American National gained \$313,555,090 of insurance in force for the first half of 1960. Insurance in force is now \$5,334,350,413.

Gross income was up 22.1%. Net receipts after claims, commissions, taxes and other expenses but before reserve adjustments were \$29,990,158, up 25.6%.

Expenditures per dollar unit of gross income are down 1% under cost figures for the first half of 1959, and the ratio of cost per dollar unit of net income is down 2.2%.

## Washington Exodus Of Southland Life Employees To Dallas

A mass migration into Dallas from Washington, D. C., occurred when the staff and office equipment of Southland Life's combination division offices moved. The move was one of the largest to take place in Dallas in recent years, some 65 Washington division office employees, plus the families of about 15 staff members, being involved.

### Equipment Installed Sunday

One van was loaded with heavy office machine equipment and was driven non-stop into Dallas by two drivers. The business machine equipment was installed on a Sunday and was ready for use Monday morning. Forty-six of the new Dallas residents flew into Dallas, while the others arrived by train and automobile.

Local Southland Life staff members were assigned to assist the newcomers in selecting apartments and homes, many of which already were tentatively chosen by the Washington residents on the basis of written descriptions provided them by the company.

## Ralph B. Coleman Heads New England Claim Assn.

BOSTON—Ralph B. Coleman, assistant secretary of Massachusetts Casualty, has been elected president of New England Claim Assn.

Other officers are Michael Corcoran Jr., assistant claim manager of New England Life, vice-president; Lawrence B. Gilman, vice-president John Hancock Life, secretary; Donald W. Bliss, assistant claim manager New England Life, treasurer; Richard A. Brownell, A&H claim manager (New England division) American Mutual Liability; David E. Manning, manager claim department Hartford Life, correspondence secretary.

All are located at Boston except Mr. Brownell, who is at Wakefield, Mass.

## Life Companies In U. S. Total Record 1,439 On June 30th

There were 1,439 life companies in the United States on June 30, 28 more than a year ago and two and one-fourth times the number in business at mid-1950, according to Institute of Life Insurance. Included in the new total are the five companies in Hawaii, which became a state in August, 1959.

"Population growth, regional industrial development, especially in the south and west, and the need for expanded life insurance service in those areas, plus a greater public awareness nationally of the need for life insurance protection, have been major factors in the founding and development of so many new companies over the past decade," the Institute said.

Life insurance company home offices are located in all 50 of the states. More than one-half of the states have 15 companies or more. Texas, the state leader in number of companies for many years, has 300 domiciled there. Louisiana follows with 127.

### Other State Leaders

Other leading states in the number of companies include Arizona with 108; Illinois, 58; Indiana, 54; South Carolina, 54; Pennsylvania, 50; Alabama, 42; Oklahoma, 37; Arkansas, 35; Delaware, 33; New York, 32, and Georgia, 30.

There are 340 cities with life insurance company home offices. Dallas leads with 129 domiciled companies. Houston, 59; Philadelphia, 41; Phoenix, 39; New Orleans, 37, and Chicago, 37. There are 33 cities with 10 or more life company home offices.

Of all U. S. life companies, 1,285 are stock, and 154 mutual. The mutual companies account for more than three-fifths of the total life in force.

There are now 20 life companies in their second century of operation, and 105 companies have been in business for 50 years or more.

Companies with over \$1 billion of life in force numbered 73 at the start of this year, compared with 30 a decade ago.

## Travelers Life Formed

Travelers has exercised charter rights granted by the Connecticut legislature 21 years ago, and since extended, to form Travelers Life. The new company is a wholly owned subsidiary with capital of \$1 million, represented by 10,000 shares. Surplus is \$2 million.

## Cincinnati Blue Cross To Sue For 28% Rate Increase

Hospital Care Corp. of Southwestern Ohio (Blue Cross) which has 542,000 contracts in metropolitan Cincinnati territory, has appealed in Franklin County common pleas court the decision of Superintendent Stowell not to approve a 28% increase in premium charges. The superintendent said he would approve 19.5% if Blue Cross chose to file an application for that amount. He also said Blue Cross could challenge the decision in court, although expressing the belief that litigation could be avoided.

The proposed 28% rate increase for the 15 counties Hospital Care Corp. of Southwestern Ohio serves would have produced an extra \$10.3 million annually.

Old Equity Life of Evanston has been licensed in Oklahoma.



1900-1960

SIXTY GOOD YEARS . . .

AND A FUTURE UNLIMITED!

**Atlantic Life**  
INSURANCE COMPANY

HOME OFFICE: RICHMOND, VIRGINIA



September 3, 1960  
OATES  
Bala  
Outl  
Any in  
and it is  
increas  
should b  
with cut  
ful, nor  
program  
dent J.  
Oates Jr  
table Sc  
clared in  
dress at  
meeting  
A meri  
Assn. at  
ton. He  
a joint g  
sion of A  
business  
utility se  
Since  
"thought  
such spe  
nels that  
and that  
expendit  
growth s  
nated," h  
Particu  
of public  
nated, h  
spending  
the inte  
groups a  
welfare.  
"We s  
profligac  
here suc  
federal  
for farm  
and for e  
erns' pay  
Mr. O  
4% millio  
cessful fa  
efficient  
need fede  
the appr  
storage a  
He said a  
Form N  
Home C  
Inland  
has been  
in the I  
Chicago.  
its cleara  
cate of a  
issued sh  
states it  
ket in th  
contracts  
tures or  
they will  
Ronald  
president  
of Zurich  
company.  
the found  
Heritage  
vice-pres  
of Life of  
director o  
Life.  
The b  
of a num  
men. Am  
president  
Co.; Geo  
Bears pr  
J. Sherid  
& Co.;  
Bowman  
president  
McNamar



## OATES OF EQUITABLE URGES:

## Balance Expected Rise In Federal Outlays By Cutting Wasteful Kind

Any increase in federal spending—and it is only realistic to expect some increase soon—

should be coupled with cuts in wasteful, non-essential programs, President James F. Oates Jr. of Equitable Society declared in his address at the annual meeting of the American Bar Assn. at Washington. He addressed a joint general session of ABA's corporate, banking and business law section and the public utility section.



James F. Oates Jr.

Since this increase is inevitable, "thoughtful leadership must insist that such spending be directed into channels that stimulate increased growth, and that those non-essential federal expenditures that are not conducive to growth should be avoided and eliminated," he said.

Particularly illustrative of the type of public spending that should be eliminated, he said, is the whole area of spending that wastes resources to serve the interests of minority pressure groups at the expense of the general welfare. "We simply cannot continue such profligacy," he said. "I have in mind here such wasteful spending by the federal government as expenditures for farm subsidies and price supports and for excessive non-war-related veterans' payments."

Mr. Oates noted that of the total 4½ million farms, the 2½ million successful farms and the 100,000 highly efficient corporate farms "that least need federal help get the lion's share of the appropriations under the federal storage and price support program." He said about a million farms are too

small and too ill-equipped for successful competition under modern technology and these families can't be aided by the support program because they produce too little to store and too little to sell at the supported prices.

Mr. Oates doesn't recommend that the farm program be abolished all at once. Rather he favors retaining price supports during a transition period but with supports geared to market prices in recent years rather than to an antiquated 1910-14 parity concept. All efforts to control production through quotas or acreage restrictions should be eliminated.

Reasonable limits, he said, should be placed on the amount any one farmer or corporation may receive from the government. The small farmer should be helped to increase his enterprise or should be given vocational guidance to help him obtain off-farm employment. Finally, the soil conservation reserve might well be expanded temporarily until production and market requirements can be brought voluntarily into proper balance.

Mr. Oates said that elimination of farm subsidies alone would enable the federal government to reduce all rates in the individual income tax structure by 12% or more or use the savings in a positive and useful way. Other drags on the economy, he said, include tariffs, import quotas, arbitrary interest rate ceilings, barriers to the mobility of labor and capital, administered prices and featherbedding.

Mr. Oates also called for reform of tax laws to encourage the accumulation of the savings necessary for increased investment in capital goods, education and research.

## A&amp;H Contest Pays Off For American Casualty

More than 850 agents won awards—ranging from a choice of more than 1,000 merchandise prizes to a trip for two to Jamaica—in the sales campaign recently completed by the A&S department of American Casualty.

Labor-management welfare funds covering some 3½ million New York state workers and their families will exchange information for mutual aid and service under a plan due to get under way in November. An eventual aim is to promote better local health conditions.

## Elect Nw Mutual Policyholder Unit

Five men have been elected to Northwestern Mutual's 1960-61 examining committee of policyholders. They are Edwin L. Fox, vice-president Golden Sun-Foxbilt, Des Moines; H. E. Johnson, president and general manager Western Printing & Lithographing Co., Racine, Wis.; G. R. Redding, member of the law firm of Baker & Daniels, Indianapolis, Ind.; S. Murray Rust Jr., president Rust Engineering Co., Pittsburgh, and Everett G. Smith, executive vice-president Albert Trostel & Sons Co., Milwaukee. The annually-elected committee conducts an independent annual review of management policies and practices, employing its own auditors and other personnel and reporting its findings and suggestions to the policyholders and to the board of trustees.

## Form New Life Insurer, Home Office In Chicago

Inland Life, a new Illinois insurer, has been formed, with the home office in the Insurance Exchange Building, Chicago. The company has received its clearance from SEC and its certificate of authority is scheduled to be issued shortly after Labor Day. Inland states it will offer the brokerage market in the state seven standard life contracts, containing no special features or "gimmicks" other than that they will be highly competitive.

Ronald R. Hagelman, formerly vice-president and chief executive officer of Zurich Life, is president of the new company. Before that he was one of the founders and president of Southern Heritage Life. He has also served as vice-president and director of agencies of Life of South Carolina and assistant director of agencies of Union National Life.

The board of directors consists of a number of prominent business men. Among them are B. B. Bensinger, president Brunswick, Balke, Collender Co.; George Halas, owner Chicago Bears professional football team; Leo J. Sheridan, president L. J. Sheridan & Co.; Francis Kullman, president Bowman Dairy Co.; Robert Galvin, president Motorola, and Harley V. McNamara, president National Tea Co.

look to  
Manufacturers Life  
for Annuities

Manufacturers' reputation as a specialist in this field is built on—

- High returns to the client
- Wide variety and flexibility of plans
- "Know-How" based on many years of leadership in the annuity business
- Liberal commissions to you.

For further information contact your nearest Manufacturers Life Branch Office

BRANCHES IN THE FOLLOWING CITIES: Baltimore • Boise • Boston • Chicago • Cincinnati • Cleveland • Columbus • Denver • Detroit • Flint • Hartford • Honolulu • Indianapolis • Lansing • Los Angeles • Miami • Minneapolis • Newark • Oklahoma City • Philadelphia • Phoenix • Pittsburgh • Portland • Richmond • Saginaw • San Diego • San Francisco • Seattle • Spokane • Washington, D.C.

THE  
MANUFACTURERS  
INSURANCE LIFE COMPANY

HEAD OFFICE (Established 1887) TORONTO, CANADA

57-40



Nation-Wide Financial Service for Life Insurance Representatives

- Available for you—loans on your renewal commissions—for additional working capital, for business expansion, for personal use. Prompt, efficient, confidential service, from an organization that understands the needs and assets of life insurance underwriters.

## Life Underwriters Service Corporation

Mail this  
Coupon  
today

Life Underwriters Service Corp.  
Security Bldg., Denver 2, Colo.

I am interested in your service. Please send further information, at no obligation to me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

57

# Many Facets To The Policyholder Relations Of These Two Insurers

Below is the sixth in a series of articles on what leading insurers are doing in the field of policyholder relations. Here, Farmers of Los Angeles and Massachusetts Mutual reveal a multiplicity of ideas designed to promote policyholder interests.

## MASSACHUSETTS MUTUAL

Emphasis on policyholder relations and policyholder service is a basic and continuing part of Massachusetts Mutual's concept of doing business. For more than a century, the company has constantly endeavored to live up to its reputation of being "particularly a policyholder's institution." It continues to maintain this reputation by pursuing the following fundamental objectives:

—To give life and meaning to the policyholder's life insurance property by making the significance of contract provisions readily apparent through simplicity of form, design and language and by providing information to the policyholder that enables him to make the best possible use of his life insur-

ance property at the time of need.

—To keep the policyholder up to date on changes affecting his life insurance property so that he may safeguard his interests and those of his family and beneficiaries effectively and take advantage of the flexibility of his contract as required by his changing needs.

## Field Forces Involved

—To make favorable policyholder relations a country-wide endeavor—spearheaded by the individual agent in the field, who is in direct contact with the policyholder, and supported by the entire field and home office personnel of Massachusetts Mutual.

—To assure that the life insurance property fulfills its intended purpose through activities in the fields of policy issue, conservation, settlement options, and claims administration.

—Finally, to maintain an attitude of good corporate citizenship which, by benefiting their communities, will also benefit all policyholders.

To attain the above five objectives Massachusetts Mutual carries out a program of policyholder relations.

## Forms Simplified

1. Helping the policyholder understand his life insurance as property: The company considers its policy contracts the primary instrument of favorable policyholder relations. It therefore introduced this year an entirely new policy format which represents the results of an estimated 30,000 man hours of technical research, design and other development work involving the change and simplification of about 100 policy forms, riders, applications and endorsements.

The new policy format is more readable, simpler and has greater flexibility. The essential points of the contract are summarized on the cover page. Throughout the policy, larger type faces, simpler sentences and explanatory tables, headings and sub-headings make the entire contract more easily understandable.

The policyholder's most regular contact with the company is through written communications such as annual reports, premium notices, and forms and letters.

## Annual Statement Provided

The annual report is sent to all policyholders to give them a concise summary of their company's progress.

Enclosures with the company's premium notices are frequently devoted to informing the policyholder about his insurance property. Themes of such enclosures have ranged from introduction of the pre-authorized check procedure to the importance of updating beneficiary provisions. The current enclosure is a patriotic appeal to vote.

A year ago, the company established a forms survey committee in order to control the design and content of other forms which reach policyholders. It is composed of representatives of the actuarial, law, planning, and public relations and sales promotion departments and constantly endeavors to simplify, consolidate, and, when possible, eliminate unnecessary forms. It screens the design and wording of such policyholder communications to make sure that the message will be clearly conveyed to the policyholder. Since the committee was established, it has re-

(CONTINUED ON PAGE 19)

# Program Set For Insurance Symposium At U. Of Wisconsin

Registrations are being received at the University of Wisconsin school of commerce for the national Symposium on Insurance and Government scheduled for Sept. 19 and 20. The program schedule has been completed.

At the first session on Sept. 19, Robert E. Dineen, former New York superintendent and a leader in drafting important legislation following the SEUA decision in 1944, will reexamine the basic principles, philosophies, and economics which should underlie the structure of insurance supervision in this country.

The second session will include papers by Robert Bicks, acting assistant attorney general, discussing whether there are monopolistic conditions in the life industry and economic concentrations of power as related to federal supervision; William A. Berridge, economist Metropolitan Life, will handle the rebuttal and give his analysis of the institutional structure and competitive environment of the life insurance industry.

## More Speakers Given

The third session will deal with the problems of small companies and the proper regulation and administration of liquidation activities by insurance departments. Alfred C. Bennett, special counsel New York department, will examine some of the basic problems and causes of liquidation of companies. Richard M. Heins, associate professor of insurance University of Wisconsin, will examine the possible solutions to the financial problems of weak companies and will reexamine the structure of insurance supervision for protecting the public interest involved in such liquidations.

The second day will be devoted to rate regulation, and a series of five papers will be presented by the representatives of the mutual, stock, and independent companies and organizations, as well as a representative of National Assn. of Insurance Commissioners and the federal government. James B. Donovan, Watters & Donovan, will present the case for the stock companies; Franklin J. Marryott, vice-president and general counsel Liberty Mutual, the mutual companies, and W. Perry Epes, associate counsel North America, the case of one independent company.

Director Joseph S. Gerber of Illinois, who has been holding hearings on rate

(CONTINUED ON PAGE 25)



...but the country's most friendly company

is still the country's friendliest...

...and progressive, too! Note just a few of our most recent sales-building changes:

- **EXPANDED NON-MEDICAL LIMITS** (Males and Females)—\$20,000 Ages 5 to 35, inclusive; \$10,000 Ages 36-40, inclusive; \$5,000 Ages 41-45, inclusive.
- **NEW LOWER PREMIUM RATES FOR FEMALES**—and regular rates for Waiver of Premium coverage.
- **GRADED PREMIUMS ON LEVEL TERM PLANS**—for example: \$50,000 Ten Year Term Plan, Age 35 (excluding W.P. and D.I.) is only \$5.96 per 1,000 on a gross annual premium basis.

**NORTH AMERICAN LIFE**  
*Insurance Company* OF CHICAGO

Charles G. Ashbrook, President  
Ronald D. Rogers, CLU, Agency Vice President

North American Building

Chicago 3, Illinois

## OUTSTANDING GROUP OPENINGS

M. West	Association Sales	\$12,000.
M. West	Pension Sls. Supv.	\$10,000.
M. West	Senior Undr.	\$ 9,000.
East	Sales Repr.	\$ 9,000.
Cal.	Junior Repr.	\$ 7,500.
South	Junior Undr.	\$ 6,500.

## LIFE/A&H

### ADMINISTRATIVE OPPORTUNITIES

East	Asst. Med. Dir.	\$15,000.
M. West	Asst. A&H Agcy. Dir.	\$16,000.
W. Cst.	Life Exec. Acct.	\$15,000.
W. Cst.	Jr. Life Actuary	\$12,500.
M. West	Life Tr. Supv.	\$10,000.
East	Actuarial Asst.	\$ 9,500.

If you have seen our ads and are interested in receiving objective information about our services with no obligation to register, write for "HOW WE OPERATE."

## FERGASON PERSONNEL INSURANCE PERSONNEL EXCLUSIVELY

330 S. Wells

HArrison 7-9040

Chicago 6, Illinois



or  
posium  
nsin

received a  
in school of  
Symposium  
ment sched-  
The program  
ed.  
ept. 19, Rob-  
York super-  
drafting im-  
g the SEUA  
xamine the  
ies, and ec-  
nderlie the  
pervision in  
include pa-  
ng assistant  
ng whether  
nditions in  
mic concern-  
d to federal  
erridge, ec-  
will handle  
analysis of  
and com-  
e life insur-

al with the  
ies and the  
ministration  
insurance  
nnett, spec-  
tment, will  
c problems  
of compa-  
ociate pro-  
ity of Wis-  
ssible solu-  
ns of weak  
amine the  
rvision for  
st involved

devoted to  
es of five  
the repre-  
stock, and  
organiza-  
entative of  
e Commis-  
government.  
& Dono-  
r the stock  
yott, vice-  
el Liberty  
anies, and  
nzel North  
dependent

of Illinois,  
gs on rate  
(es)

NITIES

\$15,000.  
\$16,000.  
\$15,000.  
\$12,500.  
\$10,000.  
\$ 9,500.

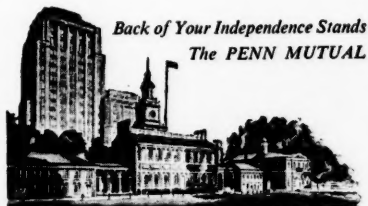
about our

Illinois

# CLU



The initials "C L U" have great significance in the life insurance industry. The underwriter entitled to use them after his name—and to wear the C L U key—has invested important time and effort in preparing himself to render service of the highest degree. By keeping abreast of the times, he continues to merit the confidence of the public . . . and the respect of his insurance colleagues. We at The Penn Mutual take special pride in the fact that many of our associates have earned the designation of Chartered Life Underwriter. We commend them for their initiative and foresight.



*Back of Your Independence Stands  
The PENN MUTUAL*

★ ★ ★

**THE PENN MUTUAL LIFE INSURANCE COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA

## NW MUTUAL AGENT RELATES PLAN

## Slow, Organized Pace On Initial Sale Is Spade Work For Future Business

Procedures and dialogue for lining up and selling prospects were described by Sidney F. Greeley Jr., Framingham, Mass., who explained his organization for success at the annual meeting of Northwestern Mutual Life Assn. of Agents.

Emphasizing that all of his prospects came from referred leads, Mr. Greeley

said that he makes an average of 25 "seen" calls per week. All of these appointments have been arranged the preceding week. When he arrives at work in the morning he is "employed for the day" in that he has completely set up his day's work in advance. "If an agent does not or cannot do this, he will never be successful," he de-

clared.

He said he wins an interview by promising to take only two minutes of the prospect's time. In concluding his first interview he tells the prospect: "This ends call No. 1. However, there is one more request I would like to make. In the future when you are ready to buy insurance you will be interested not only in the company but in the agent you will be working with. Therefore, in order for you to know the type of work I do, I would like to see you again in a month or so for another brief appointment, so I can show you

exactly what you will expect from me if I become your agent. After the second call, if you want me, you will have to call me."

### Approach Criticized

Mr. Greeley said he had been criticized on this approach by various life insurance men, who say a two-minute interview is just a waste of time. "However, many clients have told me the reason they let me come back for a later interview was because I was so brief at the first one."

In the second interview, Mr. Greeley shows his own program to the prospect. The major point he is trying to achieve is to have the prospect admit that a summary of this type would be helpful to him and his wife. When the prospect agrees that proper planning of his insurance makes sense, Mr. Greeley makes another appointment either at home so his wife can join the discussion, or else at a noon luncheon. The purpose of this interview is to get the facts, to find out how much money the prospect's widow would need to live on while the children are growing up.

Mr. Greeley said he had found that prospects respond to the question of what the minimum amount of monthly income the wife would need to live on with a low, unrealistic figure. So he changed the technique of inquiry. Now he asks how much the prospect paid in taxes, saved, and spent on himself out of his gross income. He then subtracts this from the gross income and asks the prospect if it is fair to assume that the remainder was spent on his family.

### Obtains Realistic Figure

"After he agrees this is so, I follow by asking how much less his wife could live on if he died tomorrow. I now find the figure I have to work with is realistic, and I have a far better chance to sell an adequate amount of life insurance."

After the third interview, Mr. Greeley prepares a report summarizing his thinking on the prospect's situation. The report outlines the liquid assets and the financial objectives and points out that these assets would not produce enough income for the family if the prospect died.

He said he presents the report at the fourth meeting which is the closing interview, and he related a typical dialogue he uses to make the sale.

Mr. Greeley conceded that his procedure may sound like it takes forever for him to make a sale. "I admit it does take a few months to make the initial sale. However, as a man's income grows, and as he buys more life insurance, these future sales are on a one-call basis. I see a client each year and review his situation and bring his Planned Income folder up to date. Either he can or cannot afford to purchase insurance at the time of that interview."

### North Missouri Agents Elect Kirks

North Missouri Life Underwriters Assn. has elected W. Clyde Kirks, Metropolitan Life, Macon, president. Other new officers are John W. Flanagan, Reliable Life, Kirksville, vice-president, and Al Cooley, New York Life, Kirksville, secretary-treasurer.

Estate analysis will be covered in a course announced by Insurance Society of New York for advanced agents, starting Sept. 22 and running for 32 weeks on Thursdays at 2:45 to 4:45 p.m. Instructor will be B. William Steinberg. Mr. Steinberg, a CLU, is general agent for Massachusetts Mutual at New York.

Fine prospects saw this in **TIME** and **Newsweek**

**Solo...**

**alone,**

**but not unguarded**

It's a great day for a boy when he solos. Still, he's glad Dad's there just in case.

Dad himself rides solo as the breadwinner of the family—but he, too, has a "just in case" friend standing by. His dependable friend is the Connecticut Mutual Life man who helped tailor a life insurance plan precisely for him.

A CML man can help you, too, plan for family security, education and retirement. He can help you select the right combination of policies and settlement options from the hundreds CML offers. This way you'll get the most for the dollars you invest in life insurance.

So talk with your CML man. He can help you answer that important question, "How much and what kind of life insurance should I own?"

### In business 114 years

CML, with offices in more than 200 cities throughout the country, is owned by its policyholders who enjoy substantial dividends, and is noted for high income to beneficiaries and flexible policy contracts.

**Connecticut Mutual Life**  
INSURANCE COMPANY • HARTFORD



Close to ten million people were exposed to this appealing advertisement which originally appeared in full natural color. Hundreds of thousands of them will remember this message about the value of the services of the CML man.



ect from m  
fter the sec  
ou will hav

I been cri  
various lif  
two-minut  
te of time  
ave told m  
me back for  
use I was

Mr. Greeley  
the prospect  
g to achieve  
dmit that a  
d be helpful  
the prospect  
ning of his  
Mr. Greeley  
nt either at  
the discus-  
ncheon. The  
s to get the  
uch money  
uld need to  
are growing

found that  
question of  
of monthly  
d to live on  
gure. So he  
nquiry. Now  
spect paid  
on himself  
e then sub-  
income and  
r to assume  
pent on his

so, I follow  
s his wife  
omorrow. I  
o work with  
far better  
amount of

Mr. Gree-  
narizing his  
s situation.  
quid assets  
and points  
not produce  
mily if the

report at the  
the closing  
a typical  
sale.

at his pro-  
kes forever  
dmit it does  
make the  
man's in-  
s more life  
s are on a  
each year  
d bring his  
o to date.  
ord to pur-  
ne of that

ect Kirks  
nderwriters  
Kirks, Me-  
ident. Oth-  
W. Flana-  
ille, vice-  
New York  
asurer.

vered in a  
rance So-  
advanced  
d running  
at 2:45 to  
e B. Wil-  
g, a CLU,  
ssachusetts



*be farsighted...join **United***

one of  
america's  
fastest  
growing  
life  
insurance  
companies

**NOW! 2 BILLION DOLLARS**  
LIFE INSURANCE IN FORCE

Here's a growth record! In 1953, United of Omaha became the youngest life insurance company to reach one billion dollars life insurance in force. Then, just six years later in 1959, United doubled its insurance in force. This demonstrates dramatically the vigor and enthusiasm of this young, fast-growing organization and the demand for United of Omaha's all purpose protection. Career opportunities available to go-getters.

*And United's Lifetime Career Contract means — extra pay — the United Way!*

**United**  **OF OMAHA**

UNITED BENEFIT LIFE INSURANCE COMPANY

N. Murray Longworth, President

A Two-Billion Dollar Life Insurance Company • Home Office: Omaha, Nebraska • Canadian Office: Toronto

## Sells By Telephone, Even Long-Distance

How to sell by telephone, rather than merely setting up interview appointments, was explained by Howard J. Richard, New York Life, Boston, during the session on basic sales patterns at the recent annual meeting of the Million Dollar Round Table held in Hawaii. Following is an abridged version of Mr. Richard's talk.

The technique of the telephone interview is amazingly simple. You don't tell the man anything; you merely ask him a lot of questions. You put yourself in the role of a psychiatrist who is merely exploring the man's symptoms to determine whether his treatment can make him well again. Maybe you don't have the cure;

maybe you have to send him to some other doctor for it. But in any case, as long as you are listening and not talking, you are learning whether this man will ever buy life insurance from you.

### Must Identify Himself

The only positive statement is the immediate identification of yourself, your company and your purpose. It is extremely important that the person interviewed understands exactly who you are and what you are trying to accomplish. Otherwise, you will not get the type of objection that will

allow you to determine whether or not you should pursue the matter any further.

After you have asked your first question you allow him to talk as long as he wants. Once he decides he is tired you ask him another provocative question and he goes off on a completely different tangent. All the time, by proper and discreet interrogation, you can lead him to give you the information that indicates whether or not he is a good prospect for you.

### Basically A Monologue

In the course of the discussion, which is basically a monologue on his part, you can extract some extremely valuable information. For example, several months ago I called a man whom I knew barely well enough to call by his first name of Jack. After identifying myself and asking him about his life insurance situation, he made the not-too-unusual remark, "It's rather coincidental that you should happen to call me, Howie. My partner and I saw the man from Equitable last week and he was talking to us about partnership insurance."

I thereupon inquired what made him think that he needed partnership insurance. He replied that if Bob happened to pass away, he certainly would not want to be in business with Bob's wife. I assured him that was a perfectly logical reason in favor of partnership insurance. Then I asked him what made him think he could afford partnership insurance, which might be rather expensive at their age. He retorted that they had had an excellent season in the dress manufacturing business and that they were actually looking for some place to deposit their excess money until it was needed again.

### Got A Good Education

This seemed like a perfectly good way not only to insure the perpetuation of the business but also to store up surplus funds that could be used in times of stress. The man from Equitable had really given these fellows a good education. Then, I asked him the clincher, "What makes you think the Equitable is the best plan for such a situation?" For the first time during the conversation he started to hedge and squirm and then finally said, "Well, I really don't know. Do you have anything better?"

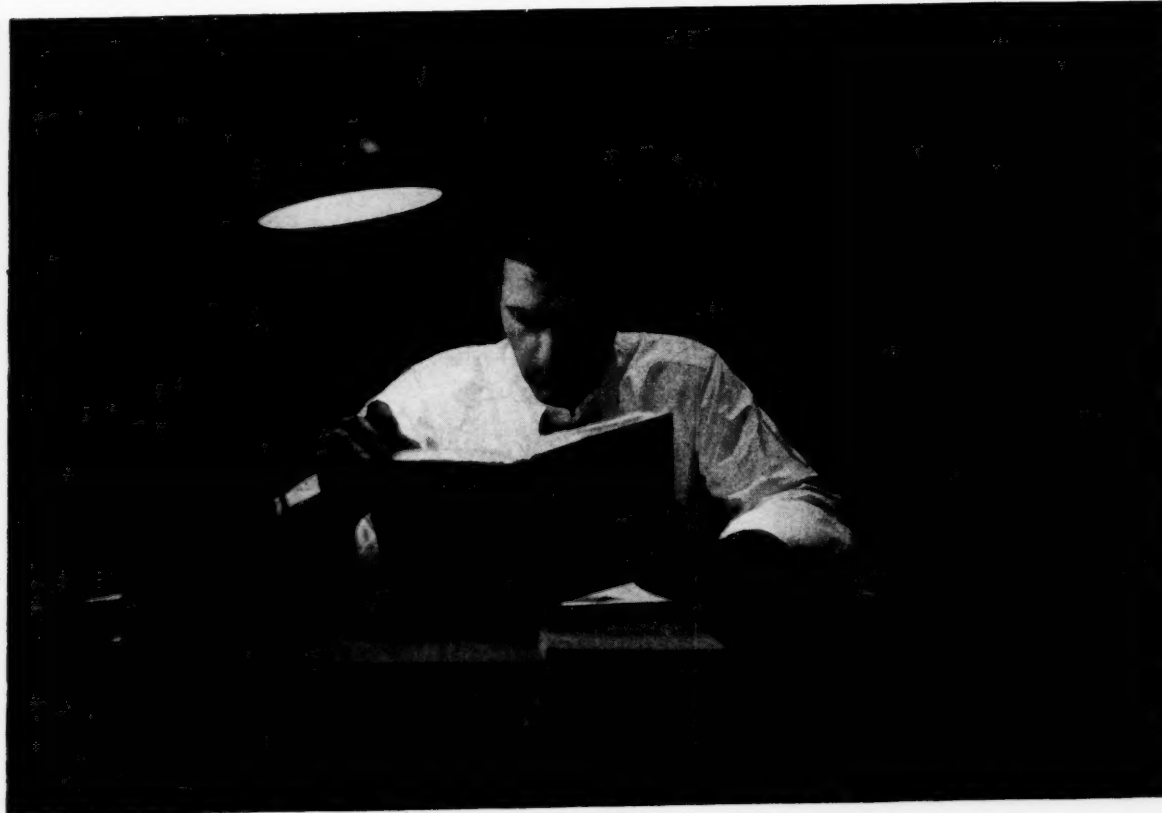
I assured him that the Equitable was a mighty fine company, that its policies were among the best but that the New York Life had an unusual provision that would be extremely valuable to him and his partner, one which would give increased protection as the two partners grew older. Probably it would not expand as fast as his business at the rate they were going but at least it would be heading in the same general direction.

Needless to say, like all good Million Dollar Round Table stories, the case was closed after a personal visit to explore the situation in a more specific form.

### Must Be Discriminating

In the last analysis, however, it is not what you say or what you do over the telephone that really makes the difference. It all comes back to that most fundamental function of all prospecting. You certainly must be extremely discriminating in the selection as to whom you will call. Furthermore, if you are going to interview 10 times as many people each day over the telephone as you would in person, it goes without saying that you will

(CONTINUED ON PAGE 17)



The educational program of the American College of Life Underwriters offers a man the opportunity to serve his clients the best of all ways — as a Chartered Life Underwriter.

## THE MAN WHO SELLS

**JOHN HANCOCK . . . does a better job through C.L.U. study**



The C.L.U. designation stamps him as a man equipped with the extensive business education to enable him to give sound, professional advice on all life insurance problems.

The man who sells John Hancock knows that his company, by actively encouraging C.L.U. study, is helping him to become more useful to his client community — and helping him to develop his future as a career life underwriter.

*John Hancock*  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS



whether or not  
matter any  
d your first  
to talk as long  
decides he is  
her provoca-  
es off on a  
gent. All the  
et interroga-  
give you the  
whether or  
for you.

ussion, which  
on his part  
remely valu-  
mple, several  
man whom I  
to call by his  
identifying  
out his life  
ade the not-  
rather coin-  
appen to call  
d I saw the  
week and he  
partnership

what made  
partnership  
if Bob hap-  
e certainly  
usiness with  
that was a  
n favor of  
en I asked  
k he could  
nce, which  
at their age  
had an ex-  
s manufac-  
they were  
e place to  
until it was

ectly good  
perpetua-  
so to store  
be used in  
om Equita-  
fellows a  
ed him the  
think the  
for such a  
me during  
l to hedge  
nally said,  
v. Do you

Equitable  
y, that its  
best but  
an unusu-  
extremely  
rtner, one  
protection  
der. Prob-  
as fast as  
they were  
be heading  
n.  
od Million  
the case  
l visit to  
re specific

ever, it is  
u do over  
makes the  
k to that  
n of all  
must be  
the selec-  
Further-  
erview 10  
day over  
n person  
you will  
(7),

## DON'T MISS

the history-making



announcement  
in the special  
NALU Convention  
dailies of the  
National  
Underwriter

and

## DON'T MISS

a visit to the



Hospitality  
Suite during the  
NALU Convention.  
VALIC has a warm  
welcome . . . and  
wonderful news  
for you!



**VARIABLE ANNUITY LIFE  
INSURANCE COMPANY**  
Washington 6, D. C.  
Federal 8-6300

## Harold Franklin Heads AALU Slate

Harold Franklin, Canada Life, Cleveland, has been nominated to succeed Merrill P. Arden, National Life of Vermont, New York City as president of Assn. of Advanced Life Underwriters. The election will be held at the annual meeting in Washington, D. C., Sept. 8-10.



Harold Franklin

Nominated for vice-presidents are D. Allan Yambert, New York Life, San Francisco, and John O. Todd, Northwestern Mutual, Chicago. William T. Fleming, Phoenix Mutual, Philadelphia, is the nominee for secretary, and William J. Robinson II, independent, Wilmington, Del., is the treasurer nominee.

## Library Offers Tapes Of GAMC Speeches Given At Louisville Meeting

The tape-recording library of the General Agents & Managers Conference of NALU has made available tapes of addresses given at the mid-year meeting at Louisville. They are:

"Business Insurance is a Many-Neglected Thing," Carl P. Lundy, manager of Prudential, Philadelphia.

"Some Agency Building Concepts," Robert L. Woods, general agent Massachusetts Mutual, Los Angeles.

"Some Agency Facts of Life," Richard E. Pille, president of Security Mutual of New York.

"Coats off to the '60s," James E. Rutherford, vice-president in charge of Prudential's Chicago regional home office.

Other taped addresses are "The New Decade and the Agency System from the Managerial Agency Point of View," given by Raymond C. Johnson, vice-president of New York Life, and "The Next Decade and the Agency System from the Special General Agency Point of View," by John D. Brundage, president of Bankers National Life.

## Agents Honor President Bixby With Record Birthday Total

The largest volume of business ever submitted in a single day in the 65-year history of Kansas City Life—\$10,352,285—was recorded in honor of the birthday last week of company president W. E. Bixby. The previous all-time high for this annual observance was \$7,759,677 submitted last year.

## Has Agency Management Course

Jefferson National Life initiated its agency management conference course this month. The 12-month course will be set up by regions and conducted each year by regional superintendents and C. Robin Satterthwaite, director of training.

## West Coast Life Honors Three

Three West Coast Life managers with a total of 80 years of service were honored with a luncheon at San Francisco. Managers so honored were Harry J. Walsh, manager of the San Francisco agency, observing his 35th year with the company; Robert Woo, manager of the San Francisco Chinatown agency, 25 years, and Merle J. Vote, manager of the Stockton agency, 20 years.

MANAGER

# HOW YOU CAN OPEN THE DOOR

# TO MANAGEMENT

If you're interested in agency management, it's vitally important to be in the right place at the right time! Right now . . . Cal-Western Life has truly exciting plans for expansion. The key to these plans is a unique management development program which enables the qualified man to build solidly . . . yet rapidly . . . toward his management goals. The first step is up to you — write today for details.

## California-Western States Life Insurance Company

Home Office: Sacramento

If you are management-minded . . . and management-qualified . . . between 30 and 40 years old, have a sound background in personal production and a college education or equivalent, write in confidence for details of our management-building program. Address: Lynn Tenney, Vice President, P. O. Box 959, Sacramento, Calif.

## The World of Balloons and Cotton Candy



Remember the days when balloons, cotton candy, and ice cream were extremely important factors in your life? As we grow older, we think less about our childhood dreams and concentrate on present day realities such as future security. Granted, balloons may have been more enjoyable subjects but even they would occasionally pop and change our world of make believe into a world of tears. This is a perfect analogy for our present world of realities. If a disaster were to strike your family, could you cope with it? Or will a disaster shatter your "balloon of security." The Federal Life Insurance Company of Chicago offers the finest Secured Income Plan in the insurance field today. This non-cancellable, guaranteed renewable plan is a combination of Life and Accident and Health—just the thing to protect your "Security balloon."

Manager openings in Kansas City, Minneapolis-St. Paul, St. Louis and other prominent cities are available. If you would like further details on selling this plan write: Emery Huff, Agency VP.

**FEDERAL LIFE INSURANCE COMPANY**  
6100 N. Cicero Avenue • Chicago 46, Illinois

## ALC Agency Section Sets Its Program; Has Seven Speakers

The Agency Section meeting of American Life Convention has set its program for Oct. 11, Edgewater Beach Hotel, Chicago. Joseph L. Beesley, senior vice-president Equitable Society, is chairman of the section.

The first speaker on the program will be Blake T. Newton, executive vice-president Institute of Life Insur-

ance, who will discuss "Pride and Productivity." Mr. Newton, formerly president of Shenandoah Life, will be followed by Burkett W. Huey, director of institutional relations LIAMA, on the topic, "Development of Management Personnel."

Frank O. H. Williams, senior vice-president Connecticut General Life, will then give a paper entitled "The Agent is Still King." The concluding speaker at the first session will be W. M. Anderson, president North American Life of Canada, on "Permanent Insurance—Our Great Responsibility."

Following the lunch hour, the sec-

tion will hold a business meeting and the election of officers. Chairman Beesley will then introduce John W. Sayler, vice-president in charge of sales Business Men's Assurance, who will discuss the topic, "A Life Insurance Company Markets A&S Insurance."

The second speaker in the afternoon will be Milton J. Goldberg, director of research agency department Equitable Life, whose address is entitled, "Needles from the Ivory Tower." The final speaker for the meeting is Leo Cherne, executive director Research Institute of America. He will speak on "The Promise of the 1960s."

## Robinson Is Elected Tex. Legal Reserve Officials' President

A future holding greater opportunities and greater competitive demands for the Texas life insurance industry was explored by speakers at the annual convention of Texas Legal Reserve Officials Assn. at Dallas.

Elected new president is Tom Robinson, executive vice-president of Mid American Life and former chief examiner for the state board of insurance. He succeeds E. O. Severin, Commercial Standard. Other new officers are C. C. Yost, Union Bankers, 1st vice-president; San T. Cobb, Coleman Life, 2nd vice-president; and D. J. Hundahl Jr., National Security L. & A., secretary.

New directors are E. J. Reeves, Commercial Travelers; Linus F. Hardin, Southwestern Fidelity; Jewel Jones, Southwestern American; Ralph G. Lawrence, Time Life; Dan Lester, Old Rockland; and W. P. Glass, Southwestern Security.

Taking "A Practical Look at What's Ahead," Robert W. Strain, member of the Texas board, told members he felt they might expect these developments in the 60s:

1. More selling of more types of insurance to an ever-expanding population.
2. More training of company personnel to meet the demands of more educated insurance buyers.
3. More competition among companies for executive talent.
4. More multiple line selling by insurance companies.
5. More public relations activity to help the public better understand the function and service of the industry.
6. Constantly improving state regulation.

"Our Common Problems as a Regulated Business" were discussed by James R. Wood, president of Southwestern Life and president of Texas Life Convention.

### Buyer Interested In Company, Too

"Insurance is unique in the regulatory picture," he said, "in that the interest of the insurance companies and the interest of the public are largely the same. Those who deal with us who are thoughtful want us to make a profit so that we will be able to pay off their policies in future years. In other businesses the buyer may not be concerned if the company goes broke after he has purchased its products."

"Legislation that protects the public and lets life insurance continue as a private enterprise rather than a federal program is our most important and continuing challenge," said Mr. Wood.

Rex D. Johnson, assistant vice-president Republic National Bank, Dallas, spoke on the relationships between insurance and banking. Members of these two industries, he declared, share a common responsibility for presenting outstanding examples of freedom in economic activity coupled with individual moral integrity. Some would deny freedom in the name of security. "But only in abundance can security be found, and abundance can be achieved only in productivity."

John Bickley, University of Texas professor of insurance, told the insurance executives that "the kind of young men you want to recruit for your agency forces and your home office staffs are the very ones who are the

(CONTINUED ON PAGE 20)

## At Kansas City Life ... and in his Community The Agent is KEY MAN

At Kansas City Life... and in his community... the Agent is Key Man.

An outstanding example of this broad concept of the "Key Man" is Ben Epstein of Houston, Texas.

As a leader in persistency—100 per cent over 24 months—for Kansas City Life, Ben Epstein is a vice-president this year of our President's Club. Winning honors with Kansas City Life is nothing new for him. He has been president three times of our group of outstanding agents, The President's Club, and prior to this year was a vice-president of the organization four times. He is a Star Member of this group, having qualified every year since its inception in 1945.

Among his many civic activities at Houston have been the National Conference of Christians and Jews, the United Jewish Campaign, the board of his church and even a scout for the Baltimore Orioles!



Ben Epstein is a Life and Qualifying member of the Million Dollar Round Table and has appeared on their Round Table program. He is also a member of the Texas Leaders Round Table and has qualified for the National Quality Award fourteen times.

It can truly be said, and we say it with pride, that Ben Epstein is a Key Man to his community as well as to Kansas City Life.



**KANSAS CITY LIFE**  
INSURANCE  
COMPANY

Home Office / Broadway at Armour / Kansas City, Missouri  
Represented in 41 States and the District of Columbia

Mississ  
Form  
Smith

Eight  
Mississ  
Stone  
Life, was  
president  
ident, an  
secretary  
treasurer  
The ne  
improve  
and surr  
discussio  
exchange  
among m

Heavy  
In '60

Motor  
half of l  
surance  
million,  
Insurance

This i  
claim pa  
were \$63  
They ar  
the \$40 n  
ing perio  
part of t  
flection  
ship of  
increase  
said.

Total  
greater  
tor vehic  
58%.

Deny R

Securi  
has deni  
nesy, do  
a stockh  
Underw  
gument  
which e  
vestmen  
active to



lected  
serve  
ident

er opportu-  
ive demand  
nce industry  
s at the an-  
Legal Res-  
as.

s Tom Rob-  
ident of Mid-  
er chief ex-  
of insurance  
n, Commer-  
officers are  
s, 1st vice-  
pleman Life  
J. Hundahl  
& A., secre-

eeves, Com-  
F. Hardin,  
ewel Jones,  
h G. Law-  
ester, Old  
ass, South-

k at What's  
member of  
pers he felt  
developments

types of in-  
ing popula-

pany perils  
of more

ing compa-

ing by in-

activity to  
rstand the  
e industry.  
state regu-

s a Regu-  
ssed by  
of South-  
of Texas

y, Too

ne regula-  
at the in-  
panies and  
re largely  
th us who  
like a pro-  
o pay off  
In other  
ot be con-  
roke after

he public  
neue as a  
an a fed-  
important  
said Mr.

vice-pres-  
k, Dallas,  
ween ins-  
s of these  
share a  
represent-  
edom in  
with indi-  
e would  
security.  
security  
be ach-

of Texas  
ne insur-  
kind of  
for your  
ne office  
are the

)

## Mississippi Companies Form Organization; Smith Is President

Eighteen delegates from eight Mississippi life companies have formed Mississippi Life Companies Assn.

Stone M. Smith, treasurer Standard Life, was elected president; R. C. Cook, president Southeastern Life, vice-president, and John H. Beales Jr., assistant secretary Standard Life, secretary-treasurer.

The new organization is designed to improve insurance service in the state and surrounding states by encouraging discussion of various problems and the exchange of ideas and information among member companies.

## Heavy Traffic Toll Shown In '60 Life Policy Claims

Motor vehicle fatalities in the first half of 1960 resulted in 23,000 life insurance death claims for a total of \$62 million, according to Institute of Life Insurance.

This is a slight decrease from the claim payments a year ago, when they were \$63 million during the half year. They are, however, materially, above the \$40 million paid in the corresponding period five years ago. The greater part of this increase, however, is a reflection of the wider and larger ownership of life insurance, rather than an increase in fatality rates, the institute said.

Total life insurance is today 62% greater than five years ago, while motor vehicle fatality claims have climbed 58%.

## Deny Rehearing On GALU Decision

Securities & Exchange Commission has denied a petition of Dorothy Hennessy, doing business as Hennessy & Co., a stockholder of Great American Life Underwriters, for rehearing and reargument on SEC's decision of July 15 which exempted GALU from the investment company act of 1950, retroactive to Jan. 1, 1941.

## 100 Asian Students To Attend LIAMA School In Japan, Sept. 5-16

A two-week school on the principles of agency management will be run by LIAMA in Hakone, Japan, September 5-16. Attending will be 101 students, 99 from Japanese companies, one from Pakistan and one from the Philippines. Gen Hirose, president Nippon Life, is chairman of the official sponsoring committee and Hakaru Itami, chief of foreign affairs of Dai-ichi Life in Tokyo is secretary.

Interest in this project started in 1957 when 10 Japanese agency officers attended the LIAMA school in Honolulu. On returning to Japan these men formed an informal alumni association, called the Honolulu Old School Boys, with the primary objective of someday holding a school in Japan.

The courses will be directed by Burkett W. Huey, director of management training, and Charles K. Reid II, associate director of company relations.

## 70 New LOMA Institute Fellowships Are Awarded

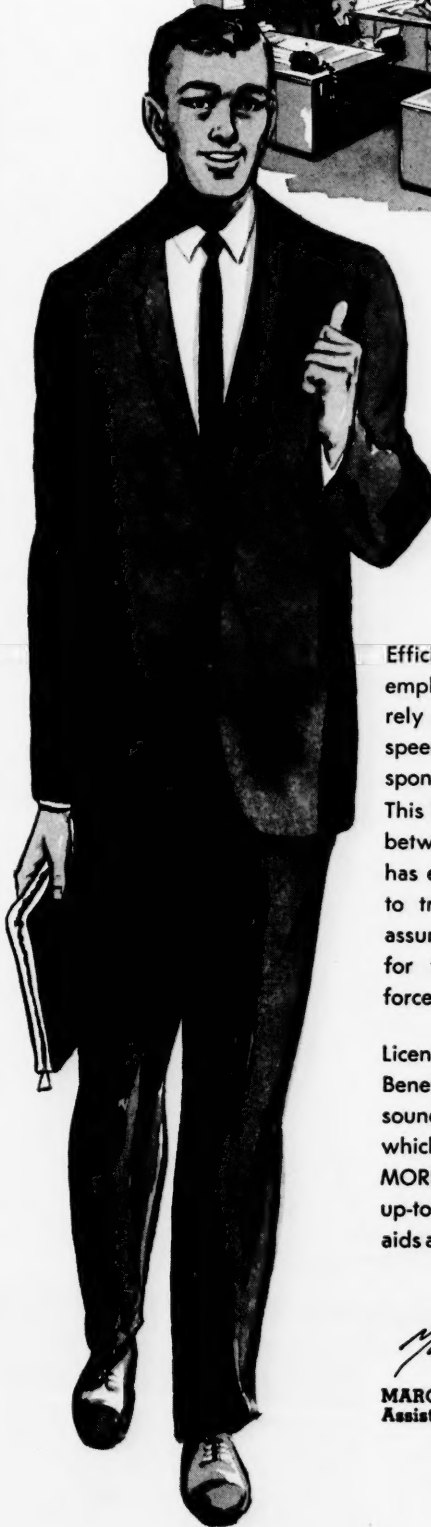
Seventy men and women representing 53 United States and Canadian life companies have become fellows of Life Office Management Assn. Institute. The number of fellows named since the first LOMA Institute fellow qualified 23 years ago now exceeds 1,000—1,038 life insurance people have fulfilled the prescribed requirements for the academic honor.

LOMA Institute was established in 1932. Since then, more than 60,000 persons have enrolled for some 200,000 examinations. The institute awards certificates for completion of its introductory course and diplomas on qualification for its associateship and fellowship designations.

New business of North American Life of Chicago in the first seven months totaled \$52,481,000, compared to \$38,537,000 for the same period last year.

## FACILITIES

ARE THE DIFFERENCE



A field representative receives more service and is afforded more facilities through Security Benefit Life's "Individualized Medical Underwriting," an advanced and unique approach to standard and substandard risk appraisal.

Efficient, well trained, personnel employ the latest methods and rely upon years of experience to speed applications and correspondence through channels. This highly developed team work between Home Office and field has enabled Security Benefit Life to triple its size in ten years, assured more sales, more income for the members of its field force.

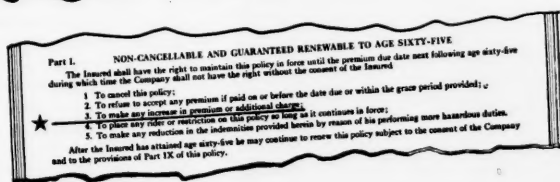
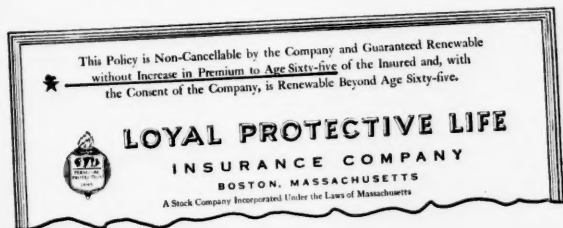
Licensed in most states, Security Benefit Life is highly rated as a sound and established Company which offers its representatives MORE in Home Office assistance, up-to-date policies, tested sales aids and the utmost in FACILITIES.

*Marc F. Goodrich*

MARC F. GOODRICH, CLU  
Assistant Vice President

## Hallmarks of Quality

(On page 1 of every individual loss-of-time policy)



★ This guarantees the other guarantees!

Expansion program provides openings for qualified General Agents in selected areas.

LOYAL PROTECTIVE LIFE INSURANCE COMPANY  
BOSTON 15, MASSACHUSETTS

SECURITY BENEFIT LIFE INSURANCE COMPANY  
TOPEKA, KANSAS

Founded 1892 • Licensed in most states • Ranked in top 10% of life companies

## Life Insurance Column Now In 41 Papers

(CONTINUED FROM PAGE 1)

insurance, and there have been a few on the age-old question of "should I surrender my insurance and put the money into investments?"

### Most Questions Are General

For the most part, the questions deal with general considerations rather than specifics, and Mr. Robinson's answers do likewise. For example, here are the question and answer on the matter of surrendering a policy to buy another:

"I have recently been advised to drop a policy I've had for 11 years in order to buy another policy. A second life insurance man advises against my doing this. Are there any circumstances when policy switching is in the insurance buyer's interest?"

Mr. Robinson answered:

"Generalizations seldom offer much help to a man with a specific problem, but when it comes to policy switching there are two rules that nearly always apply:

"When there is a continuing need for life insurance protection, it is usually to the policyholder's advantage to switch from term insurance to straight life or some other permanent plan.

"—It is seldom to the policyholder's advantage to switch from a permanent plan of insurance to any form of term insurance.

"Under certain conditions it may be an advantage to change from one form of permanent insurance to another. For example, a friend of ours, then a bachelor, bought a good-sized endowment policy about five years ago. He

recently married a young widow with two small children.

"I want to increase my insurance," he told us, "but I can't pay much more in premiums than I'm paying now."

"As he was able to qualify for new insurance, the company that had sold him the endowment policy exchanged it for a much larger amount of straight life that called for the same premium he had been paying.

"Now and then we run into the reverse of our friend's situation: A surgeon in his early 40s inherited some money from his father's estate. He had a good deal of life insurance, most of which he had bought as term insurance and then (as his practice built up) converted to straight life.

### Sought Early Pay-Up

"He decided he would like to have all of his policies fully paid for by the time he is 60, so he exchanged them for limited payment plans (actually he'll be finished with premium on some of them before he's 55).

"In each of these instances, the exchange was made by the company that had issued the original insurance—which points up a third general rule that applies to policy switching:

"In changing from one permanent plan to another (whether calling for a larger or smaller premium per \$1,000 of death protection), it is almost invariably to the policyholder's interest to do it by a policy exchange rather than by cashing in an existing policy and buying a new one.

### Can Usually Work It Out

"Rules governing these changes vary from company to company, but a satisfactory arrangement nearly always can be worked out."

Another reader asked this question: "I am 40 and my wife is 36. We have two children, five and seven. Would you suggest a family policy, or individual policies?"

The answer:

"It's just about impossible to advise you intelligently without knowing a great deal more than we do about you and your circumstances.

"In your own interests, this is something you should talk over with a life insurance man. If you don't know one you'd care to call, an officer of the bank where you deal, someone in your church, your physician, or a lawyer will undoubtedly be able to refer you to a man in whom you can have full confidence.

"As a general observation, family policies (except for the basic policy on your own life) are term insurance. Individual policies on a straight life or some other permanent plan build up cash reserves. These reserves, if the insured person lives, offer many real advantages.

### Term As Last Resort

"If we had your decision to make for ourselves (and we can tell you it's a decision we've had to make, and more than once), we would buy term insurance—whether family plan or individual policies—only when we could not manage premiums of permanent insurance for the minimum amount of protection we felt we ought to have.

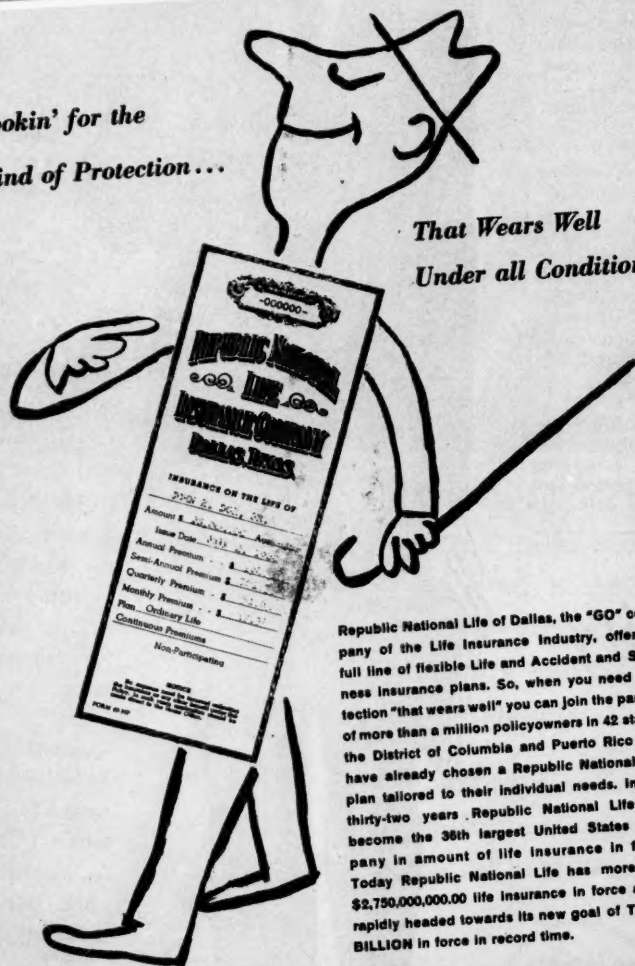
"The family policy is relatively new, but we think most life insurance companies now offer it; and though the details will vary a good deal from company to company, these policies are substantially alike.

"The price (premium) is determined by the age of the husband, but the policy also insures his wife and children, regardless of number, if their ages are between (usually) 14 days and 18

**Republic National Life is projecting the image of the "GO" company to more than a million people in national Magazine Advertising . . .**

Lookin' for the  
Kind of Protection . . .

That Wears Well  
Under all Conditions?



Republic National Life of Dallas, the "GO" company of the Life Insurance Industry, offers a full line of flexible Life and Accident and Sickness Insurance plans. So, when you need protection "that wears well" you can join the parade of more than a million policyowners in 42 states, the District of Columbia and Puerto Rico who have already chosen a Republic National Life plan tailored to their individual needs. In just thirty-two years Republic National Life has become the 36th largest United States company in amount of life insurance in force. Today Republic National Life has more than \$2,750,000,000.00 life insurance in force and is rapidly headed towards its new goal of THREE BILLION in force in record time.

**REPUBLIC NATIONAL LIFE Insurance Company** DALLAS, TEXAS

FOR INFORMATION REGARDING  
GENERAL AGENCY OPPORTUNITIES

CONTACT H. R. HUNKE  
Assistant Vice President and  
Director General Agencies

Here is a Reprint of the  
current advertisement in  
U. S. News and World Report

**REPUBLIC NATIONAL LIFE INSURANCE COMPANY** HOME OFFICE DALLAS, TEXAS



widow with years. Children born after the policy is issued are automatically included as soon as they reach the lower age limit. "Most family policies are sold in 'units' of \$5,000 on the husband's life, with (though there are exceptions) a limit of three such units for any one family.

#### Usually Straight Life

"The basic policy on the husband's life is usually straight life, or something much like it, and the ages at which it will be issued range from 18 to 55 (once issued it will be continued as long as premiums are paid).

"In general, for each \$5,000 unit on the husband's life, his wife will be insured for a considerably smaller amount, the exact figure depending on her age. If the husband and wife are the same age, then the insurance on her life will probably be a fifth to a fourth of the amount to be paid at the husband's death.

"For example, a fairly typical policy provides: If the ages are equal, then for each \$5,000 unit the wife will be insured for \$1,000; if she happens to be seven years older, then this amount would be \$611; but if she were 12 years younger, then she would be insured for \$2,329.

"The insurance on a wife's life usually runs until her husband is 65 or thereabouts (this is one of the features that vary from company to company). In some instances, the cutoff comes when she reaches a stated age; and in still other versions of this policy her protection may continue until her death. However, the longer the wife is to be insured, the larger the premium for each unit of a family policy.

#### Variations Are Numerous

"Premium and other adjustments to be made if a wife dies vary so much that giving examples might be more confusing than helpful.

"In the typical family policy, each child has the same amount of insurance as the mother—until the child reaches a stated age, such as 18, 21 or perhaps 25. On attaining the cutoff age, the child has the privilege of taking some regular plan of insurance (such as straight life, limited-payment life, or endowment) without a medical examination, and in most instances up to five times the amount provided in the family policy. The premium for this new insurance will depend on the age at which the conversion is made.

"If the husband dies, the full amount of insurance on his life is paid, and the insurance on the others is usually continued to whatever ages were stated in the policy, and usually without the payment of any more premiums.

#### No Savings Element

"In the majority of family policies, the insurance on the wife and children is straight death protection, and there is no savings or reserve element in that part of the total premium paid.

"All cash values (for loan or surrender of the policy), paid-up insurance, and other guaranteed values are in connection with the insurance on the husband's life.

"A somewhat different family policy is available in some companies. Under this plan, only one parent is insured, and it may be either the mother or the father. These policies are used most often where the family protection feature is wanted but only one parent is living—or only one is insurable. And because only one adult is insured, premiums are usually somewhat less than for the two-parent family plan.

"Under both the regular and the one-parent family plans, the premium is more than it would be for the same

amount of insurance, of the same type, on only one adult's life. However, there is a saving over buying individual term policies (assuming they are available) on the other lives."

Here's a question involving group insurance: "I am a single man, 26, and am eligible for an increase in the group life insurance I have through the company where I'm employed. I am now paying 60 cents a month for each \$1,000 and the additional protection I can have would cost me the same.

"Recently I have been approached by a life insurance man who wants to

sell me a straight life policy, which he insists would be of more value to me than group insurance.

#### Which Should He Buy?

"Can you tell me which policy would be more suitable, and why?"

Mr. Robinson gave the man this answer: "We'd say the principal advantages of the group plan are: (1) 60 cents per \$1,000 isn't much to pay for your life insurance; (2) as your part of the premium is undoubtedly deducted from your salary, chances are you scarcely realize you're paying it;

(3) you get this protection without having to be examined.

"There are some disadvantages: (1) it is temporary insurance, available to you only while you are employed by the company furnishing it—and may or may not be available if you change jobs; (2) you are not building up any cash reserves for emergency or opportunity use.

#### Wise To Look Ahead

"We like to think of group insurance (we have some) as an extra—and because it costs so little, we buy all we

Report from Chicago . . .

# Dynamic Growth...

Ranking	Company	Total Insurance in Force \$
99 98	Savings Bank, Mass. Group	54,490,686
100 101	Bankers Life, Neb.	673,840,980
101 166	North Amer. Co. for L. & H. Group	58,654,521
103 100	Security L. & A. Colo. Group	367,489,000
104 99	West Coast, Cal. Group	247,991,502
106	Columbian Natl., Mass. Industrial Group	363,667,415
		11,966
		235,273,071

**UP 65 Positions†**

†Authority: The National Underwriter, Based on 717 Companies Reporting

Growth and progress . . . dramatically portrayed by The National Underwriter's latest rankings of 717 companies—North American up 65 positions over the previous year!

This is a typical North American action story—a continued story. For instance: this year North American's Ordinary life sales (exclusive of group or reinsurance) were up 250% over the first four months of 1959.

At North American *Total-Quality\** has been fused with modern professionally tested *total-merchandising*. Together they command the authority that wins sales for North American fieldmen.

Whatever the aim may be in life—or A&H sales—The North American's positive performance spells success!

*\*Total-Quality is the mark of distinguished products by North American since 1886.*

The Since 1886

## NORTH AMERICAN COMPANY

For LIFE, ACCIDENT AND HEALTH INSURANCE

209 SOUTH LA SALLE STREET • CHICAGO 4 • ILLINOIS  
Operating in 48 states and District of Columbia Now over \$700,000,000 in force

can get. But by all means, buy the straight life, too. At age 26, the premium is low (compared to what we pay at our age, ridiculously low), and in a few years the annual increase in your straight life policy's cash value should equal or exceed that year's premium.

"If you take on both the extra group and the straight life, you may feel that you're buying more life insurance than you need—and this could be true. Men in their 30s and 40s, however, almost invariably need two to five times as

much as they originally thought they would need; and it would have cost them a lot less if they had looked ahead and bought it in their 20s.

"At least we wish we had done more looking ahead than we did—and we're offering the suggestion for whatever it's worth."

#### Paper To Receive Inquiries

The American Society's preference is that readers who have questions to submit send them to the newspaper and not to the society direct. The reason for this preference is that by send-

ing inquiries to the paper the editor gets a better idea of the reader interest being generated by the column, and also it makes for a closer rapport between the paper and its readers. However, in spite of this, some editors prefer to give the society's address in the column's lead and tell readers to send their questions direct to the society.

Most of the papers use the column on the same day each week but some of them vary the day and some will occasionally leave columns out. According to the society's current figures,

these are the papers that are now using the column: Aberdeen (S. D.) American-News, Allentown, (Pa.) Call-Chronicle, Austin (Tex.) American-Boise Statesman, Boston Traveler, Bridgeport (Conn.) Post, Champaign-Urbana (Ill.) Courier, Chicago Sun-Times, Cincinnati Enquirer, Cleveland Plain Dealer, Columbia (S. C.) State, Dayton (O.) News, El Paso Times, Fort Worth Star-Telegram, Greensboro (N. C.) Record, Hartford Times, Holyoke (Mass.) Transcript-Telegram, Houston Post, Jackson (Miss.) Clarion-Ledger, LaPorte (Ind.) Herald-Argus, Little Rock Gazette, Long Beach (Cal.) Independent & Press-Telegram, Los Angeles Times, Meridian (Miss.) Star, Milwaukee Journal, New Haven Register, Oakland (Cal.) Tribune, Portland (Me.) Evening Express, Providence Journal, Roanoke Times, San Antonio Light, San Francisco Examiner, Seattle Post-Intelligencer, Tacoma News Tribune, Topeka Capital-Journal, Waco (Tex.) Tribune-Herald, Waterbury (Conn.) American, Wichita Eagle, Wilkes-Barre (Pa.) Times Leader Evening News, Wilkes-Barre Record, Youngstown (O.) Vindicator.

#### Life Insurance Accounting Course To Be Offered By New York's City College

A course in life insurance accounting will be offered at City College's Bernard M. Baruch school of business and public administration, New York, on Wednesday evenings between 6:00-7:40 p.m. Classes begin on Sept. 28 and continue until Jan. 11. The course will be conducted by Edward J. Mallon, controller of Guardian Life.

Topics included in the course will be government supervision; terminology; accounting for premiums; accounting for commissions; agency accounting; dividend for accounting; policy liabilities; claim payments; settlement options and annuities; investments; policy loans, mortgage investments; real estate; security valuation reserve; expenses for accounting; reinsurance; A&S insurance; group insurance; statements required by law; internal statements; federal income tax; controller's functions, and audit.

Pacific Fidelity Life has been licensed in Tennessee.



John D. Marsh, founder of Variable Annuity Life and general agent of Lincoln National Life at Washington, D.C., right, receives a check for \$16.8 million from Joseph W. Sener, partner of John C. Legg & Co. of Baltimore, heading the underwriting syndicate for the \$12 million Variable Annuity Life stock issue. The underwriters believe that this is the largest "firm" underwriting commitment ever made for a life company, anything larger having been on a "best efforts" basis.



## what is.... Security?

Security is a key word in your vocabulary — your work — your life.

To your clients, your use of the word *Security* suggests the good life — the family or the business protected from unpredictable disasters.

To you, *Security* is a key to better business — the multiple line company pledged to the American Agency system. You know *Security* as the complete line backed by modern merchandising methods — priced to meet direct writer

competition, and shaped to sell fast with modern features like monthly payments and deviated policies.

To all the millions who have come to know *Security*, it is an important name in insurance.

#### SECURITY-CONNECTICUT

— the single source for all these lines:

life • accident • fire • casualty • group • automobile • marine • bonds • and all other forms of personal and business insurance.



The

**Security • Connecticut Insurance Group**  
New Haven 5, Connecticut

Security Insurance Company of New Haven  
Connecticut Indemnity Company  
Security-Connecticut Life Insurance Company  
Fire & Casualty Insurance Company of Connecticut  
Founders' Insurance Company



## Sells By Telephone, Even Long Distance

(CONTINUED FROM PAGE 10)

have to prospect at least 10 times as fast.

There is nothing more discouraging in this business than to have no one to see and no place to go. It is just as frustrating if, at 11 o'clock in the morning, you have exhausted every telephone possibility for that day. Consequently, a good telephone salesman must above all else be a superlative prospector.

And difficult as that may seem, prospecting becomes even more painstaking when you are working over a long distance phone. If it is going to cost you a dollar a minute to talk to someone in Seattle you want to be pretty sure that you are talking to a man who is in a position to help you foot the bill. Usually, long distance calls are confined to those people with whom you have done business or who are related in some way to a client.

On the other hand, you can often spot a good prospect by intuition. One night I was coming out of a funeral home and met an old friend standing on the sidewalk. As we were talking, a woman walked over and I was introduced as a New York Life agent. She remarked that she had received a letter from her son in Colorado just that morning telling that he was about to buy some life insurance from another company. She at first refused to give me his name because she felt that, by the time he had received a letter from me, he would have already completed his purchase. When I explained that I am accustomed to writing letters that rarely result in sales, she relented and gave me his address.

The next morning at 12 o'clock in

Colorado, a Sunday, the man was almost knocked off his feet by a long distance call from a stranger relative to life insurance. I explained how I had come by my information and why I felt he would be better off to buy almost twice as much insurance for pretty close to the same amount of money using a different plan. Some four minutes later the case was closed.

I now explained that I was at a considerable disadvantage in competition with his Prudential friend. I could not stand over him while he signed the paper, I could not pick him up in my car and drive him over to the doctor's office nor could I hold his hand while he signed the check. Sympathizing with my plight, he agreed to be most cooperative and to follow my instructions implicitly.

### Check In Six Days

The following Saturday, only six days later, I had the signed application, the completed medical examination and a check for the first premium in my hands. About a year later I read in a Boston newspaper where his wife gave birth to her first baby, an item probably inserted by the proud grandmother, who still lived in Boston.

That very evening I called him once again. He remarked that I must be psychic, inasmuch as I seemed to be right on the job every time he was considering buying additional coverage. After he had agreed to acquire an additional \$10,000 on the whole life plan, I then asked him what had made him buy the first policy from me in competition with someone closer to home.

He remarked that it wasn't what I

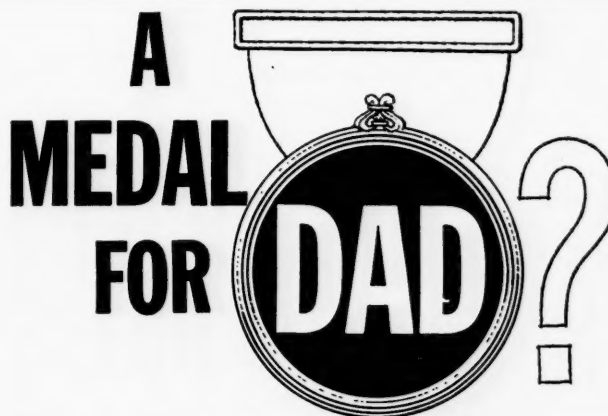
said or what I suggested that made the difference. He simply felt that anyone who would take the chance of calling a stranger three-quarters of the way across the country must be a big-time operator. And that was the type of fellow he wanted to do business with, particularly if he left the Colorado area and needed service in a different location.

If a stranger were to call you tonight from 2,000 miles away to discuss a particular product, you would undoubtedly be a most receptive audience. Furthermore, you would prob-

ably remember the incident for the rest of your natural life. It is this great impression that you make on the listener that gives you that big head-start toward the finish line, provided you are running on the proper track.

### Should Sell One Out Of 20

I don't mean to imply, by any stretch of the imagination, that all telephone sales are as simple as those I have illustrated. But there is no reason under the sun why a man, making 20 phone solicitations a day, cannot write one application out of



It's about time, you'll agree, that the life insurance buyers—the good providers in our society, be recognized.

This ad, which is appearing in SATURDAY EVENING POST and LOOK, is a step in that direction. We want families to show Dad that he can, and should be as proud of planning for his family's future welfare as he is of providing for their current material wants.

So, we've devised a simple Foto-Folder to hold a picture of Dad, the family's good provider. Simple, yes, and admittedly sentimental. But it gives visible evidence to everyone of a family's appreciation of Dad . . . and lets those that see or hear of its presentation know that here indeed is a man of responsibility.

The public, we hope, will accept this move to honor Dad. At the same time, it may encourage more people to look to life insurance to complete their own image of being a good provider. In either event, our purpose and yours will have been well served.

Other Ohio National Life ads are appearing in NEWSWEEK and SPORTS ILLUSTRATED.

*A medal for Dad?*

**no—but here's a way you can show your good provider that you appreciate him!**

Dad never asks to be decorated for "bringing home the bacon" every week, meeting the mortgage payments, or buying baby a new pair of shoes. And he didn't expect applause when he invested in those life insurance policies to help provide for his family's future. He did it because he wants to take complete care of his loved ones. Dads are like that.

But, Mother, wouldn't you like to show Dad in a very special way just how much you and your family really appreciate him? Of course you would, and here's how it can be done, simply and in a warm-hearted manner: Write for the Free handsome Foto-Folder (shown above) Ohio National Life is offering. Insert in it a photo of Dad. The legend on the bottom reads—"Our Good Provider."

Place the Foto-Folder on your bedroom bureau or in a prominent spot in the living room—and watch Dad's face glow with a smile of paternal pride.

For Your Free Foto-Folder, fill out and mail coupon.

**AGENCY NAME**  
**ADDRESS**  
**Telephone Number**

---

**THE "OUR GOOD PROVIDER"**

**THE Ohio National Life**  
INSURANCE COMPANY, Box 237, Cincinnati 1, Ohio  
Please mail me—Free, and without obligation—a "Good Provider" Foto-Folder.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



**FIDELITY**  
A WELL-BALANCED COMPANY

*A* distinction  
increasingly recognized  
in the field of  
Life Underwriting



**The FIDELITY MUTUAL  
LIFE INSURANCE COMPANY**  
THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA

THE **Ohio National Life**  
INSURANCE COMPANY • CINCINNATI  
A MUTUAL COMPANY

that 20. And if he is working on the long distance phone, the average ought to be one out of 10. That happens to be my target: one application every working day or 300 a year for \$5 million worth of life insurance. Every once in a while I make the grade!

#### Low Pressure At Best

Selling over the telephone is low pressure at its very best. You don't ever move out of your office until you are convinced that the person you are talking to is about ready to buy some life insurance from you or will do so

in the very near future. That is why this business of "Shall I come over at 3 in the afternoon or will 10 in the morning be better?" is so ridiculous. It doesn't give the man the time or the chance to tell you why you would be wasting your time. Then, when you get over there and find out that he has a brother-in-law in the Penn Mutual, you wonder to yourself why you hadn't picked up this information previously. And the answer was that you never did give him a chance to tell you.

Occasionally, when you read the

literature that the companies put out in all good faith, you get the impression that you have to hold a mallet over a man's head before he will take the appropriate action which is best for his wife, his family and his insurance agent. This is not true. Men love their families as much as you love yours. They are just as anxious to make sure that they get those three square meals a day whether they are here or whether they are not here.

They are just as intelligent about determining when and how they should buy their insurance as you and

I are about our own. Consequently, if you give them only a reasonable chance without any unnecessary sales persuasion most men will take the line which is both emotional and logical, namely, the acquisition of life insurance because of their love for Mary and the kids.

#### D. C. Blues Extend Direct-Pay Coverage To Ex-Government Workers

Blue Cross-Blue Shield coverage has been made available to ex-government employees in and around Washington, D. C., on a direct-pay basis. Group Hospitalization, the Washington Blue Cross unit, and Medical Service of D.C. Blue Shield, have extended the service because of the ineligibility of former employees under the government-wide service plan of the federal employees health benefits program.

At the same time, the organization announced that those under a preferred hospital service contract could retain that coverage when they go on a direct-pay status.

The contracts under which federal employees may retain Blue Cross-Blue Shield protection after they leave government employment have been designated the FEP (federal employee program) conversion hospital certificate, underwritten by Group Hospitalization, and the FEP conversion surgical-medical certificate, underwritten by Medical Service of D. C.

#### Kansas City Actuaries Elect Corcoran President

Kansas City Actuaries Club has elected Regina Corcoran, Postal L&C president. Robert P. Robinson, Kansas City Life, is vice-president, and Thurston P. Farmer Jr., Nelson & Warren is secretary-treasurer.

#### Austin CLUs Elect Warren

Hosea Warren, Prudential, has been elected president of Austin, Tex., chapter of CLU. Other officers are A. J. Clare, State Farm Life, vice-president and Orville W. Creasey, Amicable Life, secretary-treasurer.

#### Sedalia (Mo.) Agents Elect

Sedalia (Mo.) Life Underwriters Assn. has elected David Eisenstein, Mutual Benefit H&A, president. Marion Schmidt, Western & Southern Life, is vice-president, and Harry T. Staples, secretary-treasurer.

Federal employees enrolling in the new health insurance program sponsored by the government are reported to be choosing Blue Cross-Blue Shield in a 2-to-1 ratio over coverage offered by insurance companies participating in the plan.

#### A Service Guide

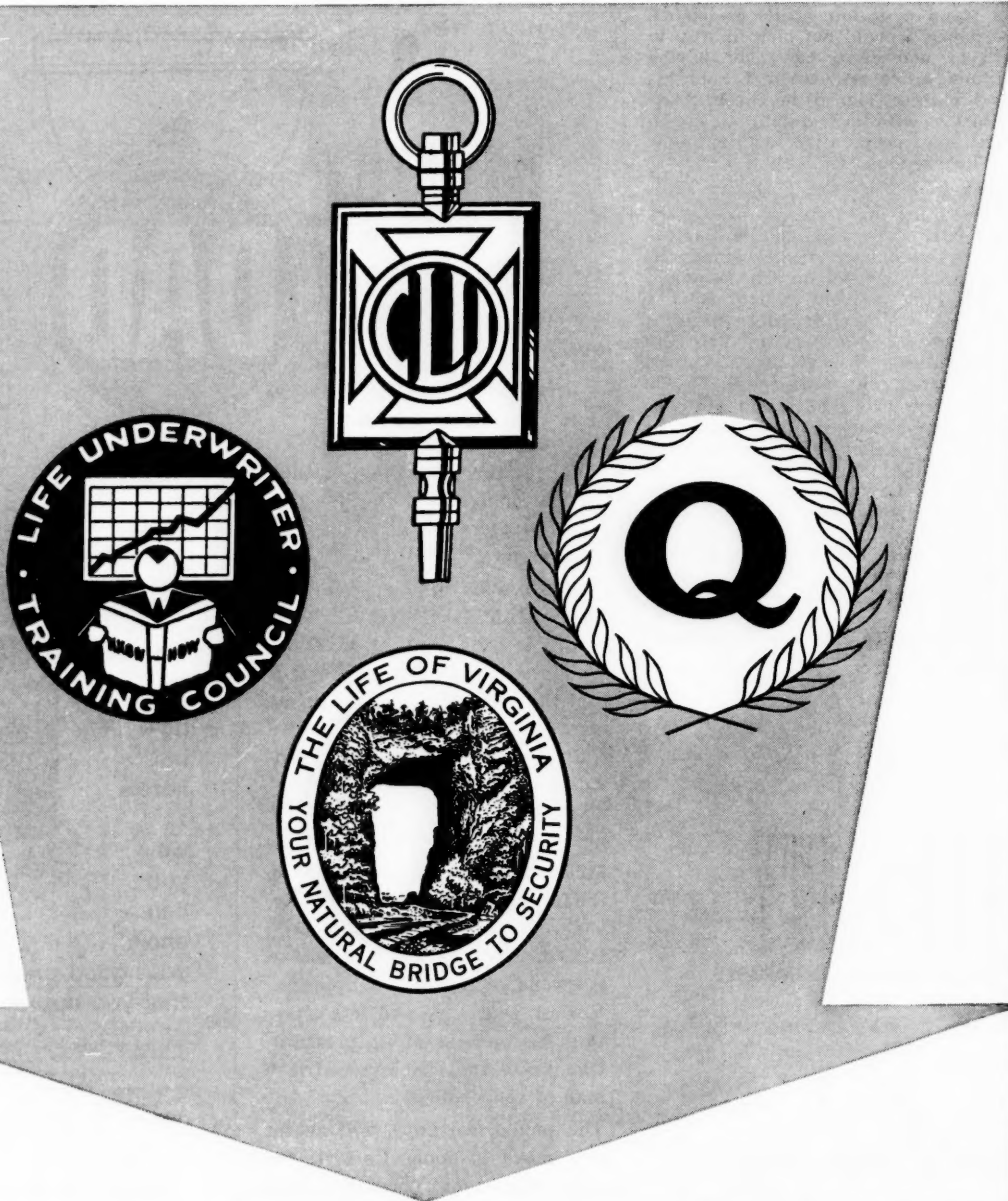
CONFIDENTIAL NEGOTIATIONS FOR SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill.  
Financial 6-9792

Professional Services On  
• RATE BOOKS •

Planning—Page Designing—Preparation  
Proof Reading—Production—Covers  
FAST • ECONOMICAL  
DUNCAN AND COPELAND, INC.  
1038 W. Peachtree St., NW • Phone TR 3-3700  
Atlanta 9, Georgia



## FOUR SYMBOLS - ONE GOAL

Each of these symbols identifies an organization that is dedicated to establishing and maintaining the highest standards of life insurance service.

The coveted Chartered Life Underwriter key symbolizes the topmost professional educational attainment. The Life Underwriter Training Council's badge represents industry responsibility in passing on lessons of practical experi-

ence. The National Quality Award "Q" is recognized as a reward for superior quality of life insurance service to the public.

The fourth symbol is the emblem of The Life Insurance Company of Virginia, a company that encourages and supports the activities of all organizations dedicated to the education, training and development of the professional life insurance salesman.

THE LIFE INSURANCE COMPANY OF VIRGINIA

SINCE 1871

RICHMOND, VIRGINIA

September 3, 1964

Man

(CO) viewed of hundreds and elimin

Good Lett

Recogni creating thousands received every year

Be a 'compe

New that 30 m mee Gua Ride Pre-A The and High port

Be a s with

Motiv Films The ' track Hard

Be a su with

Top C Lifetin Finan Recru Field Agen plans Unex supp

For Age write Johnson

JEFFER

INDIANA



## Many Facets To Policyholder Relations

(CONTINUED FROM PAGE 6)

viewed over 5,000 forms, resulting in hundreds of revisions, consolidations and eliminations.

### Good Letter-Writing Stressed

Recognizing the opportunity for creating further goodwill in answering thousands of letters from policyholders received by home office departments every year, the company has estab-

lished letter-writing courses for those who handle such policyholder correspondence.

A policyholders' manual similar to the owners' manual provided by manufacturers of automobiles is in process. This will give the policyholder information about his life insurance property in non-technical, easy-to-follow language and suggest uses he can make of his policy.

Through the IBM 7070 electronic data processing system soon to be delivered, the company expects to make status information about individual policies available within 48 hours after request when the system has become fully operational. In this way information about the life insurance property will be more promptly accessible to the policyholder.

### Group Customers Served

In the field of group insurance, the company also conducts a number of activities which are intended to help the employer cement good relations with both his employees and the community in which he operates.

Booklets describing the group insurance plan are made available. Posters are supplied which identify the group insurer and the type of coverage involved. News about group plans is released to local newspapers. House organ articles about various phases of the program are prepared and offered to the policyholder on a continuing basis. Posters are provided each year to show the amount of benefits paid. The services of a qualified life insurance representative are made available for the integration of the employee's personal life insurance program with his group insurance coverages.

### Emphasize Information On Changes

2. Keeping policyholders up to date: More than 225 liberalizations have been made in Massachusetts Mutual's policy contracts since 1950. Many of these are applicable to existing policies as it is the company's conviction that, wherever circumstances permit, liberal innovations granted to new policyholders should be extended to old policyholders on the same terms.

Since proper life insurance planning on the part of the policyholders requires up-to-date information about changes in coverage, it is a policy of the company to keep policyholders informed about such liberalizations on existing policies.

For example, a letter to be sent from the home office on request was recently made available to the field to notify policyholders having the accidental death benefit of the changeover to the "triple-indemnity" type benefit applicable to them. The letter explains the liberalization and urges the policyholder to review his life insurance program periodically. It is estimated that more than 10,000 such letters will be mailed to policyholders from the home office before the program is completed. A similar program is now being prepared to inform policyholders of a liberalization in the disability benefit.

### New Products Publicized

Similarly, letters are available to our field force through which they may bring to the attention of policyholders completely new products resulting from the company's research and development work which meet the changing life insurance requirements of our times.

3. Policyholder relations—a company-wide endeavor: Based on the premise that much of what is done at the

home office level in the area of policyholder relations needs field support to be effective, the company makes a concentrated effort to have policyholder service become part and parcel of the field representative's everyday selling activities.

This is accomplished by making certain that the field force completely understands both the aims and value of the program so that they can support it effectively and enthusiastically, and by basing policyholder service efforts on the salesman's natural instinct to make sales. Only in this way can the

company utilize to its fullest potential the power embodied in the field force in offering better service to policyholders as a whole.

### Policyholder Best Prospect

The company starts from the very beginning with the new man and shows him that policyholder calls are choice calls, that it is through sound sales and service that a one-time policyholder becomes a life-time client. Throughout his whole training process an agent is taught that the surest and quickest way to success is through the



**Don't be the man who "wasn't there" when the competition is tough!**

### Be a "triple threat" competitor with . . .

- New Estate Builder plans that defy comparison.
- 30 modern life plans to meet every possible need.
- Guaranteed Insurability Rider.
- Pre-Authorized Check Plan.
- The finest Non-Cán A & S and Hospitalization plans.
- Highly competitive Group portfolio.

### Be a strong competitor with . . .

- Motivating Audio Visual Films.
- The "Powerful Idea" sales track.
- Hard-hitting Direct Mail.

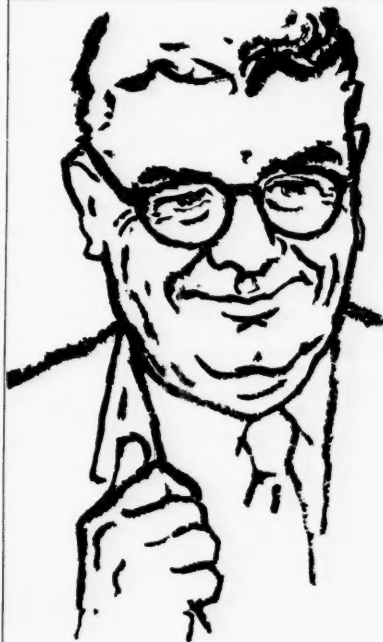
### Be a successful competitor with . . .

- Top Commission Contracts.
- Lifetime Renewals.
- Financial Assistance.
- Recruiting Bonuses.
- Field Training Seminars.
- Agent Group and Pension plans.
- Unexcelled Home Office support.

**For Agency Opportunities write or wire Byron C. Johnson, Agency V.P.**



**JEFFERSON NATIONAL**  
Life Insurance Company  
INDIANAPOLIS, INDIANA



**"Ted, having our reinsurer is like having two more top underwriters, at no cost!"**

"I agree North American Reassurance is quite a help, Howard, but isn't that a big statement?"

"Well, remember when their field representative was here last week? He gave us the dope in a hurry on how to solve those three problem cases last month. So happened we retained two cases ourselves and ceded one to them."

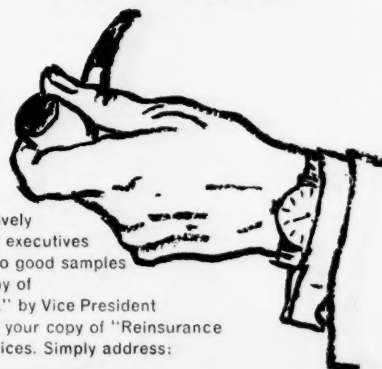
"Hmmm, that's true . . . and their help is fast. Why, I phoned them about a highly rated case one morning last week and their decision was on my desk when I got back from lunch!"

"And since you mentioned substandard, how about the way North American Re will accept facultative cases rated up to 1000%? How about the applications we had to turn down that they've revived for us?"

"Now there's a service that's really had an effect on the agency force!"

"Not to mention their advice on the recent revisions of our non-medical limits and medical requirements . . . and all those special medical studies they publish, and . . ."

**"I'm convinced—except it may be three underwriters instead of two!"**



Our background in life reinsurance exclusively helps underwriters and other life company executives solve problems over a broad range. For two good samples of this background, send now for your copy of "Economic Hesitation in Life Underwriting," by Vice President John R. Ward of North American Re—and your copy of "Reinsurance Exclusively," which outlines our many services. Simply address:

### NORTH AMERICAN REASSURANCE COMPANY

161 East 42nd Street, New York 17, New York

#### Regional Offices

230 North Michigan Ave., Chicago 1, Ill.  
1509 Main Street, Dallas 1, Texas  
400 Montgomery St., San Francisco 4, Calif.

#### Reinsurance Exclusively

LIFE • ACCIDENT & SICKNESS • GROUP



combination of sales and service given to his policyholders.

This philosophy is implemented through the effective use of a work flow system that automatically treats each policyholder card as a prospect card. In effect, no difference is acknowledged between the two. Both are treated as prospects and both feed into the same system.

Each new agent is given a sample prospect file which includes the necessary index tabs for his policyholder cards. When a sale is made and before a policyholder card is filed, the policyholder's name is entered on a tickler card which will automatically feed through his prospecting system and appear before him at a given date when the next call is to be made.

#### Age Changes On File

This same system is used regularly by many companies in reference to prospects, but, in addition to being a good prospecting system, it is a sure-fire way of seeing that representatives make periodic calls on their policyholders.

Another means of keeping policyholders constantly in the agents' think-

ing is the age change record book where policyholders as well as prospects are listed and automatically come to the agent's attention 30 days before the age change.

The combination of the work flow system and the age change record book, used regularly as a consistent part of the field representative's daily work activities, insures that policyholders will be seen regularly.

Whenever new sales material is released to the field force, it is accompanied by a market analysis emphasizing that policyholders are prime prospects.

#### Keeping Policies Up-To-Date

This practice is followed with each new release and brings to the agent's attention the need for calling on his policyholders first. In addition, specialized policyholder service forms, such as the policyholder service check list, are supplied to agents. This allows the agent to make a detailed insurance analysis in order to determine if it is up to date in every respect. Another means of serving policyholders from the field level is the "Welcome" folder that can be sent to any policy-

holder moving into a new area, offering the agent's services in helping him become established in his new locality.

4. To fulfill the intended purpose: To insure that the policyholder's wishes are carried out, a periodic program of reviewing settlement options is essential. In March of this year, a policyholder service campaign, with the single objective of updating settlement options, was launched.

This was timed to support a national advertisement illustrated by Norman Rockwell, pointing out the rapidity with which the world changes and the need for keeping life insurance up to date.

#### Program Stimulates Option Change

The campaign produced a 10% increase in requests for option changes during the following month. Two years earlier, a similar program was centered around a letter to all policyholders from the president urging a review of settlement options. This program was subsequently sustained for a period of 12 months by a premium notice enclosure on the subject.

As a continuing part of the company's direct mail services, there are four

letters addressed to policyholders which are available to agents on request. Other material available for the agent's use with policyholders includes calendars, year books, pocket diaries, birthday greeting cards, age change reminders, and many remembrance advertising items such as the birth and wedding plates.

#### Mechanization Speeds Service

Giving the policyholder as quickly as possible the physical document evidencing his purchase is a vital part of the company's policyholder relations program. Through the installation of a modern IBM RAMAC 305 system the company is able to produce automatically with the highest degree of accuracy and efficiency the policy contract applied for. RAMAC production of new policies enables the company to do in seconds what used to take hours, with over 99% typographical and mathematical accuracy.

The search for lost policyholders receives special attention from the premium accounting department. During the past two years, over 2,000 "missing" policyholders have been located. At the same time, the company's lapse rate is one of the lowest in the industry due to the conservation work of its field men in cooperation with the home office conservation department.

As a consequence of the agent's program of periodic review of life insurance settlement options, during the current year over 40,000 settlement options will be changed, redrafted and put into effect by the benefit department at the request of policyholders.

#### Investments, Donations Publicized

5. To reveal corporate citizenship in the policyholder's community: In order to keep policyholders informed about the company's contributions to the economic and social well being of their community, the company maintains a program of releasing to the press news about its investments and financial support of major educational or research funds.

Some of the more popular Massachusetts Mutual magazine advertisement (Saturday Evening Post, Time, and Newsweek) have featured public service themes. The company's Easter and Thanksgiving ads are frequently being used by religious bodies and organizations and serve to emphasize our American heritage and religious tradition.

#### Rockwell To Urge Voting

During September, the national advertising program will focus attention on community service activities of Massachusetts Mutual field men. The October advertisement program features a personal message by illustrator Norman Rockwell urging Americans to vote in the November elections. Each year the company makes avail-

## Pension Sales Schools

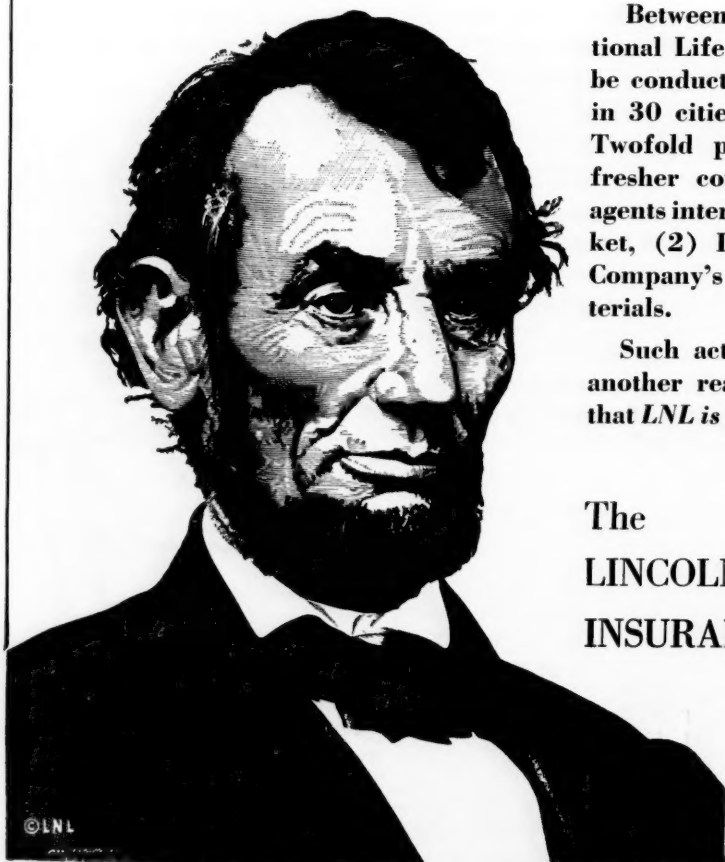
Between now and April, Lincoln National Life pension sales schools will be conducted by home office officials in 30 cities throughout the country. Twofold purpose: (1) Provide refresher course for all Lincoln Life agents interested in this profitable market, (2) Introduce and explain the Company's new pension sales materials.

Such activities and sales tools are another reason for our proud claim that *LNL is geared to help its fieldmen.*

The  
LINCOLN NATIONAL LIFE  
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character



### MANAGEMENT A CONSULTANTS

#### O'TOOLE ASSOCIATES

Incorporated  
Management Consultants to  
Insurance Companies  
Established 1945

220-02 Hempstead Avenue  
QUEENS VILLAGE 29, NEW YORK

#### CONSULTANTS

IN MARKETING AND  
FOR THE  
MANAGEMENT  
INSURANCE BUSINESS  
**FRANK LANG & ASSOCIATES**  
ONE NORTH LASALLE ST. 521 FIFTH AVENUE  
CHICAGO 2, ILLINOIS NEW YORK 17, N.Y.

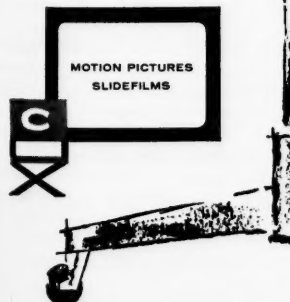




## CUSTOM PRODUCED INSURANCE FILMS

Direct Selling  
Sales Training  
Recruiting

We are specialists in producing films . . . both motion picture and sound slidefilms . . . for insurance companies. These are not stock films but films individually created to meet the special requirements of our insurance company clients. 30 of these Colburn Motivation Presentation films have aided in the sale of over \$1 billion in insurance. To learn how our creative film production service will be of benefit to your company, write or telephone us.



**JOHN COLBURN  
ASSOCIATES, INC.**

P.O. Box 236-C • 1122 Central Ave.,  
Wilmette, Ill. • Tel. Alpine 1-8520

able a "Student's Kit" of text and sample material, including a specimen policy, to college students and teachers of insurance, business administration and allied courses. Since this program was initiated, over 10,000 kits have been distributed to 221 colleges and universities.

The company also maintains a library of newsreel films. Prints are made available to schools, civic and service organizations. The company also operates a speakers' bureau and has furnished many speakers to outside organizations on life insurance subjects.

### FARMERS OF LOS ANGELES

Policyholder relations have always been a primary concern of the Farmers group since the formation of the first company in the group, the Farmers Insurance Exchange. The companies have felt that these relations could best be served by the agency field force at "grass root level."

To this end, agents and district managers have always had claims authority to settle auto comprehensive, collision and many property damage claims. Special attention has been given to providing immediate coverage facilities and claims handling to policyholders away from home.

Highly trained salaried adjusters are located strategically throughout the operating territory to aid agents and policyholders in handling bodily injury claims and others of the more complicated type.

### Educational Courses Offered

Some five years ago, Farmers group created college level insurance educational courses which have been made available to new agents. In addition to auto insurance, agents are trained in the coverages offered by the Farmers' four other companies—fire, both residential and commercial; truck and business liability; life insurance, and inland marine, bonds, and other commercial coverages.

Farmers agents are encouraged to make periodic contacts with their policyholders with the idea of rendering service in planning insurance programs and in other advisory capacities.

With each auto policy, the agent furnishes his client with a wallet-size policyholder identification card, a car owner's insurance guide, and a scotch-lite bumper decal. The insurance guide is a small booklet that gives a brief description of auto coverages; tells how the policyholder will be billed; details what to do in case of an accident, and gives the address and telephone number of the nine regional offices where a policyholder may get help, day or night. The agent's home address and telephone number also appear in this booklet, and policyholders are urged to carry it in the glove compartment.

### Service Aids Relations

The scotchlite bumper decal is another effort in good policyholder relations through better service. One of the member companies of Farmers, Truck Insurance Exchange, employs a large number of safety engineers who travel the major highways of the U.S. and certain provinces in Canada, 24 hours a day. These trained engineers will stop and give aid if they spot a Farmers Scotchlite bumper decal on a car in trouble.

In Farmers Insurance Exchange, on the company level, a continuous sampling is made of policyholders who have had claims settled by Farmers. About 95% of those responding report that their claims have been settled satisfactorily, and over one-fourth

## COLONIAL LIFE'S EMPLOYEE GROUP PROTECTION PLANS OFFER UNLIMITED SALES OPPORTUNITIES

Comprehensive Protection for firms with  
up to 24 Employees. "Big Company"  
benefits providing low cost coverage.

### FOR EMPLOYEES—

**Life Insurance** (Accidental Death Benefits optional)  
**Loss of Time Benefits** (life insurance optional)  
**Health Insurance** (life insurance optional) (1) Hospital, Surgical, Doctors Visits and Maternity Benefits (life insurance optional) or (2) **Major Medical** (life insurance optional)

### FOR DEPENDENTS—

**Health Insurance** (1) Hospital, Surgical, Doctors Visits and Maternity Benefits or (2) **Major Medical**



**The Colonial Life**  
INSURANCE COMPANY OF AMERICA  
Home Office: East Orange, New Jersey

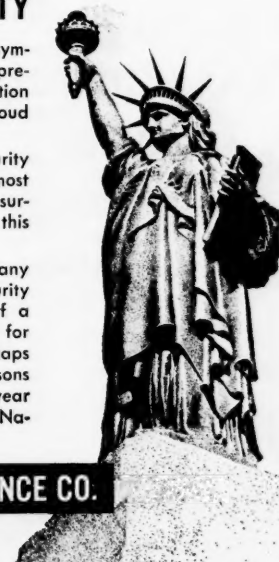
Affiliated with **Chubb & Son, Inc.**  
through Federal Insurance Company

## A SYMBOL OF SECURITY

The Statue of Liberty is an important symbol to all Americans because it represents the freedom which is the foundation of our way of life. Our Company is proud to use it as its trademark.

Men to remain free must provide security for themselves and their families and most American families have found life insurance to be the best way to provide this security.

Liberty National Life Insurance Company is providing a large measure of security for many families. Over a quarter of a billion dollars is held by the Company for the protection of policyowners. Perhaps this financial strength is one of the reasons why more and more people each year buy their life insurance from Liberty National.



**LIBERTY NATIONAL LIFE INSURANCE CO.**

Frank P. Samford, President  
HOME OFFICE: Birmingham, Ala.

have gone out of their way to be complimentary about Farmers service.

Premium call billing is made by the Farmers Insurance Exchange every six months. The policyholder Newsletter is sent with the billing. This publication reports to the policyholders on new coverages or changes; gives explanations of increased cost of repairs and injuries; and includes other items or programs of special interest. From time to time, other stuffers are mailed with the premium notices.

Truck Exchange presents a differ-

ent and highly specialized type of policyholder relations. In the operations of transport companies, insurance costs can mean the difference between profit and loss. Consequently, Truck Exchange is vitally concerned with every operation of insured's business which can affect his rates.

#### Safety Stressed

As previously mentioned, the organization provides a skilled safety engineering service for medium-size and large commercial accounts. Business operations are analyzed and re-

ported upon; safety meetings are held; incentive programs are developed and safe driver awards provided. Claims reports and instructions are furnished for every truck, and a road patrol service keeps operators currently advised as to the conduct of their drivers on the highway. Both good and bad reports are given to the operator.

Since most of the policyholders in the Fire Exchange, Mid-Century and Farmers New World Life are also policyholders in two or more other companies in the group, these people also enjoy the policyholder relations pro-

grams described.

Two other factors in policyholder relations are noteworthy. The decentralization of Farmers group companies into nine regional offices was accomplished primarily with the view of giving more efficient and localized service to customers. All companies have a time limit of 72 hours during which all policy transactions must be completed, regardless of how complex in nature.

The second factor applies to correspondence from policyholders to the companies. An assistant to the president directly handles such correspondence. Complaints are promptly investigated, and the policyholder is informed of the findings. Naturally, if the complaint is justified, redress is promptly made.

### Mehr, Osler Revise Their Award-Winning 'Modern Life Insurance'

R. I. Mehr, professor of insurance, University of Illinois, and Robert W. Osler, president Underwriters National Assurance, Indianapolis, have completed a revision of their college text *Modern Life Insurance*, described as "about a 60% rewrite."

The book, published by Macmillan and on the CLU list as well as being used in a number of colleges, was the 1956 recipient of the Elizur Wright award of the American Assn. of University Teachers of Insurance as an "outstanding, original contribution to the literature of insurance." Mentioned in the award citation was the fact that it is the first text to combine the discussion of life and health coverage and to devote space to the integrated programming of the two.

### American Travelers Issues Compact Rate Booklet

A new abbreviated rate booklet is being introduced to the field organization of American Travelers Life. The compact, 12-page, four-by-nine inch booklet features a section on "What \$10 a Month Will Buy" for each of its life plans. This section is designed to aid in sales with the basic family monthly budget.

Rules for underwriting, waiver of premium, accidental death benefits, cash values at the 20th year and age 65 are included in the sales aid.

### New Insurer In N. D.

Stockmen's Health Mutual received its charter recently from the North Dakota department and is now writing A&H, hospitalization guaranteed continuous for life on a group and individual basis. President of Stockmen's Health Mutual is L. F. Davis and the home office is at Bismarck.

### No. American Life Sales Up

North American Life of Chicago reports July life volume sales exceeded those of a year ago by nearly 8%. Life sales for the first seven months are running 36% ahead of the corresponding period last year.

## ACTUARIES

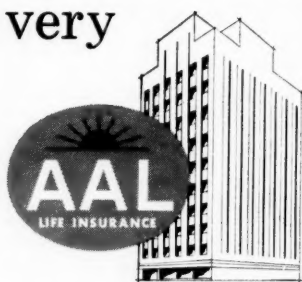
### DONALD F. CAMPBELL

Consulting Actuary  
Suite 2011

139 N. Clark St.

Chicago 2, Ill.

The principles and policies of AAL management reflect a philosophy of responsible Christian stewardship in behalf of the 575,000 members who own Aid Association for Lutherans. Their faith in our society has raised AAL to a rank equal to 34th among the more than 1300 commercial life insurance organizations, by ordinary life insurance in force. Such confidence merits our very best attention and service.



**AID ASSOCIATION FOR LUTHERANS**

APPLETON, WISCONSIN



## Changes In The Field

### Lincoln National

R. A. Jensen and W. H. Eiland Jr. have been named general agents in Columbus, O., and Chattanooga, respectively. Mr. Jensen formerly assistant superintendent of agencies, will succeed K. V. Fargo, who will devote full time to the service of his clients. The agency will be known as Robert A. Jensen & Associates.

Mr. Eiland succeeds T. Vernon Chalkley, who will continue as associate general agent, with the agency known as William H. Eiland Jr. & Associates. Mr. Eiland entered the life insurance business following a successful career as industrial engineer and a board member of Cavalier Corp., joining Lincoln Life in 1957.

J. H. Johnson Jr. of the Hallenberg agency of Louisville and Jan Prochot-sky of the Lotito agency of Chicago have been appointed to supervisory posts in their respective agencies.

### Paul Revere Life

R. C. Zahn Jr. has been named manager of the San Francisco brokerage office, to succeed John Nute, who has resigned. Mr. Zahn has been brokerage consultant for Connecticut General Life in the San Francisco Bay area.

### Life Of Virginia

W. T. Lyon has been appointed manager of the ordinary agency at Atlanta. He has been with Union Central Life there, and before that was branch manager for Liberty Life. He entered the business in 1949 with Penn Mutual.

### Midland Mutual Life

C. M. Brooks has been named general agent in charge of a new agency in Baltimore. For the past 10 years he has been with Massachusetts Mutual.

### Security Mutual Of New York

F. H. Reynolds, home office representative for Washington, D. C., Pennsylvania and Maryland, has been appointed district group manager at Atlanta.

### Ministers L&C.

A. J. Singers has been named Canadian field representative at Toronto. Born in Scotland, he has lived in Canada since 1957 and worked for two Canadian companies—Western Assurance and Mutual Life Assurance.

### Phoenix Mutual Life

T. H. Farmer has been named associate manager at Oklahoma City. He is a life member of Million Dollar Round Table.

### Franklin Life

J. P. Walsh has been named general agent at Chicago.

### State Mutual Life

William Engard has been appointed manager at Philadelphia. He has been assistant manager for New York Life.

### Georgia International Life

Phillips Marshall has been appointed assistant director of agencies, with offices in Jacksonville, for Florida-Georgia International, the company's Florida subsidiary. He has been with Equitable Life of Iowa. A. L. Block has been appointed general agent at Miami, where he was in the life brokerage business.

### Occidental Of California

K. G. Morton has been named assistant manager for advanced underwriting at the company's La Salle Street branch in Chicago. He has been life superintendent for American Life of New York at Chicago for the past two years and prior to that was with Continental Casualty and Connecticut General.

W. D. Rogers has been appointed general agent at Sudbury, Ont. He succeeds his father, A. L. Rogers, who has retired as general agent after 23 years with the company. The senior Mr. Rogers will continue as a personal producer, however.

### Gleaners Life

F. A. Kenny has been named assistant state manager at Muskegon, Mich. He has been with the company since 1958.

### Northwestern Mutual Life

R. D. Hall has been appointed general agent at Scranton, Pa., succeeding C. A. Votaw, who is retiring after more than 25 years as general agent at Scranton and 36 years with the company. Mr. Hall has been with the company since 1954.

### American Travelers Life

L. E. Shipley has been named general agent at Lafayette, Ind.

**LINCOLN LIBERTY LIFE**—J. D. Holsomback has been named general agent at Lufkin, Tex.

# SPAD

\* **boosts production!**



### \* Security's Planned Agency Development Program

"SPAD gives an agency a real boost because of its emphasis on Agency builders' schools, complete training programs, audio-visual merchandising, quality contracts, all combine to help the agency builder."

**With SPAD, you know where you're going...today and tomorrow!**

Stuart C. Ferris, C.L.U.  
Agency Vice-President

**SECURITY**  
LIFE & ACCIDENT CO.

**OF DENVER**

SECURITY LIFE BUILDING  
DENVER 2, COLORADO

These  
facts  
can make  
your future  
secure...



## Right Now—get the facts on a NEW APPROACH TO YOUR PROFESSIONAL CAREER

as a General Agent of the Central Standard Life Insurance Company... offering you a new Career Contract with...

Completely Vested Renewals for the premium paying period of the policy  
Substantial Override for General Agents  
Accident and Sickness Plans --  
"Your partner for Life"  
High Value Low Premium Life Plans  
Top First Year Commissions

With Central Standard You Enjoy

- working with an agent-agency building organization
- company sponsored education
- tested-proven direct mail aids
- liberal underwriting

**"The secret of success is Constancy to Purpose"**

Benjamin Disraeli

Our success has been achieved with our career men and women.

See for yourself—Write or wire today for your "new approach" agent's kit. Get full details by contacting your local Central Standard General Agent or: John M. Laffin, Vice President and Agency Director.

In Force: \$357,405,420  
Assets: \$107,284,880  
Surplus: \$14,591,874

**CENTRAL STANDARD LIFE**  
Founded 1905 INSURANCE COMPANY  
211 W. Wacker Drive Chicago 6, Illinois  
Life • Accident • Sickness

## Editorial Comment

### NALU Fund-Raising Should Cease

We're glad to see someone as influential in NALU circles as Trustee David M. Blumberg come out with a flat and unequivocal demand for stopping further fund-raising for the National Assn. of Life Underwriters headquarters building in Washington, D. C.

Mr. Blumberg, who is general agent of Massachusetts Mutual at Knoxville, Tenn., and a candidate for secretary of NALU, has this to say: "Our home should be debt free, if at all possible, but such does not seem to be our good fortune at this time. That being the case, I would be opposed to any continuation of the fund-raising campaigns. We have done a good job, but it is time we stopped pounding away at our members, who have worked diligently and faithfully to raise the money. Generations to come will enjoy the benefits of this grand structure, and I earnestly believe that they should share in its cost."

"It is, therefore, my belief that an earmarking of \$1 per member over and above whatever other dues increase NALU may deem necessary should be set up until the balance of our mortgage is liquidated. I am not unmindful of the extra land owned by NALU and realize that the sale price of this property would more than cover the outstanding mortgage debt. But, I believe the board of trustees of NALU should consider long and earnestly the future needs of NALU before even giving thought to the disposal of this extra land."

"This proposal in no way prevents individuals or associations so inclined from making contributions to the building fund."

It has seemed to us for some time that the fund-raising drive had been bucking the law of diminishing returns so hard that it would bog down completely. We have hesitated to call attention to this situation, because we did not want to be called defeatist or obstructionist. But the going has been getting steadily tougher for the fund drive and now Mr. Blumberg has openly directed attention to what must be apparent to many others as well.

Theoretically, the great number of members of NALU who have contributed nothing to the fund should be a huge source of contributions. But as with many other types of drives, it seems easier to get big contributions than little ones. Added to this is the fact that in the long years that the building project has been under way it has become fairly "old hat" to the less dedicated members of NALU and probably to a lot of dedicated ones. In all frankness it must be admitted that there are thousands of NALU members who do not particularly care whether the new building is debt free or whether some of tomorrow's life agents have to pay a little more in dues for the privilege of belonging to an association that owns its home instead of renting.

As long as contributions could be obtained from willing donors, surely there was nothing to be said against presenting future generations of life agents a fully paid for headquarters building. It would be a real nice thing. But there is certainly no obligation to do so, any more than there is an obligation for today's members of Life Insurance Assn. of America or American Life Convention for example, to assess themselves to accumulate a fund so that future members won't have to pay rent on their headquarters offices.

If today's generation of NALU members has got the association a fine headquarters building and financed it on a basis, as they seem to have, that will provide needed facilities at no more than the going rental rate for similar quarters, it seems as if Today is doing enough for Tomorrow.—R.B.M.

is contemplated that this operation will be the final step to his recovery which, though not complete, will enable him to walk without support of crutches.

## Deaths

OSCAR S. ROME, 54, a broker of Stewart, Keator, Kessberger & Lederer general agency of Chicago for about nine years, died while on vacation in Fitchburg, Mass., his birthplace. In the insurance business for about 25 years, before joining the SKKL agency, he was life department manager of Associated Agencies, also of Chicago, which represents State Mutual Life. A CLU, in last week's edition of THE NATIONAL UNDERWRITER: Mr. Rome was mentioned as being one of the members of the CLU class of 1935, which is being accorded special recognition when the American College holds its national conferment exercises in Washington, D. C., Sept. 14.

## Stocks

By H. W. Cornelius of Bacon, Whipple & Co.  
135 S. La Salle St., Chicago, Aug. 30, 1960

	Bid	Asked
Aetna Life	86	87½
American General	31½	33
Beneficial Standard	14½	15½
Business Men's Assurance	43	44½
Cal.-Western States	51	52½
Commonwealth Life	20	21
Connecticut General	390	400
Continental Assurance	158	163
Franklin Life	71¼	72½
Great Southern Life	69	72
Gulf Life	20½	21½
Jefferson Standard	44½	46
Liberty National Life	60½	62½
Life & Casualty	17½	18½
Life of Virginia	56	58
Lincoln National Life	221	225
National L. & A.	107	109
North American, Ill.	12½	13¼
Ohio State Life	40	43
Old Line Life	58	62
Old Republic Life	20	21½
Republic National Life	36	38
Southland Life	89	92
Southwestern Life	54	56
Travelers	87½	88½
United, Ill.	32½	33½
U. S. Life	39	41
Washington National	46	48
Wisconsin National Life	30	32

### Break Franklin Life Record

Fred Wiedemann, regional manager, and James O. Jones, general agent of Franklin Life, Dallas, have broken all company records for individual monthly production with \$4,900,000 of insurance on 11 lives during June. This figure brought their 1960 totals to nearly \$7½ million on 22 lives with annualized premiums of about \$150,000.

## How Much Insurance To Buy? Answer Is Given By IBM 650

How much life insurance to buy complete any given aim? This question has through the years represented hours of work for agents in making up a proposal or drawing up a program. Hours of manual calculation of this nature are now being saved by the William T. Earls agency Mutual Benefit Life at Cincinnati use of electronic computers.

An IBM 650 computer operated by local data processing firm is used in the program begins with the agent filling out a 19-question form with the client. This form, called an Analgraph, outlines the client's current estate and what he wishes to achieve. It also contains the usual age and family information.

The data is fed into the computer which turns out a series of punched cards giving answers indicating how much insurance the client must have to accomplish his aims. The cards also tell how much it will cost to underwrite the program and offer some different ways to get the job done. The cards are then fed back into the computer and it produces a chart showing such items as year-by-year annual premiums, cash values at any given time, amount of paid-up insurance, net values, dividends, etc.—in about two minutes.

### "First" In Industry

The Earls agency believes this method is a "first" in the life insurance industry, and the innovation was given feature story treatment in the Cincinnati Post & Times-Star, which stressed the fact that since this method relieves the agent of a great amount of detail work, considerable more selling time will be gained. According to Robert S. Cahill, agency supervisor: "No company has tried anything like it, even ours. But we hope to set up the system on a company-wide basis shortly. We're doing the pilot work here."

## Conventions

- Sept. 11-16, National Assn. of Life Underwriters, annual, Statler & Mayflower Hotel, Washington, D. C.
- Sept. 18-21, International Claim Assn., annual, Whiteface Inn, Whiteface, N. Y.
- Sept. 21-23, Life Insurance Advertisers Assn., annual, Essex House, New York.
- Sept. 26, Fraternal Actuarial Assn., annual, Queen Elizabeth Hotel, Montreal, Canada.
- Sept. 26-28, National Fraternal Congress, annual, Queen Elizabeth Hotel, Montreal, Canada.
- Sept. 26-28, Life Office Management Assn., annual, Royal York Hotel, Toronto, Ont., Canada.
- Sept. 28-30, Society of Actuaries, annual, Edgewater Beach Hotel, Chicago.
- Sept. 14-16, Society of Chartered Property & Casualty Underwriters, annual, Statler Hotel, Detroit.
- Oct. 10-11, Conference of Actuaries in Public Practice, annual, Sheraton-Blackstone Hotel, Chicago.
- Oct. 10-14, American Life Convention, annual, Edgewater Beach Hotel, Chicago.
- Oct. 27-29, Midwest Management Conference, annual, French Lick, Indiana.
- Nov. 2-4, Institute of Home Office Underwriters, annual, Statler Hotel, Washington, D. C.
- Nov. 14-17, Life Insurance Agency Management Assn., annual, Edgewater Beach Hotel, Chicago.
- Nov. 28-Dec. 2, National Assn. of Insurance Commissioners, regular meeting, Commodore Hotel, New York.
- Dec. 12-13, Assn. of Life Insurance Counselors, annual, Waldorf-Astoria Hotel, New York.
- Dec. 13, Institute of Life Insurance, annual, Waldorf-Astoria Hotel, New York.
- Dec. 14-15, Life Insurance Assn., Waldorf-Astoria Hotel, New York.
- Dec. 28-30, American Assn. of University Teachers of Insurance, annual, St. Louis.

## Personals

Ricks Strong, Dallas general agent of John Hancock, has re-entered Baylor Hospital for a second operation on his hip. Mr. Strong suffered multiple fractures of his hip, back, neck and shoulder in an automobile accident in May, 1959. He has since been confined to a wheel chair and on crutches. It

## THE NATIONAL UNDERWRITER

The National Weekly Newspaper  
of Life and A&S Insurance



Published by  
The National Underwriter Co.

### EDITORIAL OFFICE

17 John St., New York 38, N. Y.  
Tel. BEekman 3-3958 TWX NY 1-3080  
Robert B. Mitchell, Executive Editor  
William Macfarlane and Jud Higgins,  
Assistant Editors

### CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.  
Tel. WAbash 2-2704 TWX CG 654  
John C. Burridge, Associate Editor  
Richard G. Ebel, William Faltyssek and  
R. R. Cuscaden, Assistant Editors  
Marjorie Freed (production) and  
Barbara Swisher, Editorial Assistants

### OFFICERS

John Z. Herschede, President  
Louis H. Martin, Vice-President  
Kenneth O. Force, Vice-President  
H. P. Gravengard, Vice-President  
Robert B. Mitchell, Vice-President  
George C. Roeding, Vice-President  
James C. O'Connor, Secretary  
Joseph T. Maloney, Treasurer

### ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.  
Tel. WAbash 2-2704 TWX CG 654  
Raymond J. O'Brien, Advertising Manager

### BUSINESS OFFICE

420 E. Fourth St., Cincinnati 2, Ohio  
Charles P. Woods, Sales Director

### REGIONAL SALES MANAGERS

Fred Baker, Atlanta  
Paul Blesi, Cleveland  
Ronald Bova, Denver  
Alfred E. Cadis, Dallas  
David Chapman, Des Moines  
Dana L. Davis, Boston  
James E. McSurely Jr., New York  
William J. Gessing, Detroit  
Clarence W. Hammel, New York  
Roy H. Lang, Boston  
Howard J. Meyer, Minneapolis  
Raymond W. Rieke Jr., Los Angeles  
William D. O'Connell, Chicago  
George C. Roeding, Cincinnati  
A. J. Wheeler, Chicago  
Robert J. Wiegman, Chicago  
George E. Wohlgenuth, St. Louis  
Robert I. Zoll, Philadelphia

SUBSCRIPTIONS: 420 E. Fourth St., Cincinnati 2. \$7.50 per year (3 years, \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$9 per year (3 years, \$24.50). 30 cents per copy, back copies 50 cents. CHANGE OF ADDRESS: Enclose mailing wrapper and Post Office form 3579 with new address, and allow three weeks for completion of the change.



## Drastic Results If H. R. 10 Is Passed

(CONTINUED FROM PAGE 2)

local life underwriters associations, which should be voicing their objections to the bill to senators and representatives are not aware of the serious consequences that would follow passage of the bill in its present form. One such association, after the matter was brought to its attention, sent telegrams to its congressmen, as follows:

### 'Rank Injustice' Seen

"Urge that the Senate finance committee version of H.R. 10 be tabled for this session of Congress. Attempting to hurriedly tie corporate pensions in with pensions for the self-employed and sole proprietor on the basis proposed would do a rank injustice to the small business owner and his employees. Since 77% of American business employs seven or less employees, this represents an important segment of our economy."

The following is taken from a letter from one company official which I recently received:

"If you have an opportunity in the next few days, I would appreciate your spelling out in detail for me a little more about your objections to the existing legislation. If it is detrimental to the industry as a whole, I feel certain that every company in the country ought to get behind your effort and remedy the situation."

This letter is typical of the complacency that currently exists. Immediate action is imperative.

In my opinion, action must be taken by local life underwriters associations and by insurance companies throughout the United States, or another very important market for cash value life insurance sales by the career life insurance agent will have been lost to him and the life insurance companies he represents.

## Program Set For Insurance Symposium

(CONTINUED FROM PAGE 6)

supervision, and Donald P. McHugh, counsel Senate subcommittee on anti-trust and monopoly, will present papers.

The final session will be handled by Jerome Pollack, program consultant UAW-CIO, and Edwin J. Faulkner, president Woodmen Accident & Life, who will discuss what role the government should play in the field of health insurance.

Adequate housing facilities are available to accommodate a limited registration. The fee for the two-day conference including some of the meals but excluding housing is \$50. All reservations should be sent to Dean Erwin A. Gaumnitz, School of Commerce, University of Wisconsin, Madison 6.

## Wis. National Sales Rally

More than 150 agents of Wisconsin National Life and their wives attended this week a sales meeting at Three Lakes, Wis. The program included talks by President W. Mead Stillman; A. P. Ferguson, associate professor of psychology at Wisconsin State College; Harry E. Manser, general agent Washington National, Evanston; Bruce Gifford, managing director International Assn. of Health Underwriters; Gordon Neriem, E. F. MacDonald Co., Chicago, and L. B. Van Treese, Wisconsin National's vice-president and director of agencies.

The schedule for the three-day meeting also included a full social agenda.

## NALU Now In New Headquarters

(CONTINUED FROM PAGE 1)

as anyone could tell, forever. But it was bursting at the seams of its quarters at 11 West 42nd Street, in the heart of the midtown area. There seemed scant chance of finding acceptable quarters at an acceptable price in the same building.

### Migration To Suburbs Starting

Right at that time the rush to the suburbs on the part of many businesses was gathering momentum. The argument ran, "Since nearly all our employees have to commute, why not locate our office out in the spacious, attractive suburbs instead of forcing everybody to ride the hot, noisy crowded subways?"

Moreover, the high price of domestic help had forced a lot of millionaires to close their suburban mansions, and some of these could be had at bargain prices. Buying one of these big houses in Westchester County, lower Connecticut or across the river in New Jersey seemed as if it might be an excellent solution to NALU's housing problem.

NALU headquarters had some mighty attractive glossy photos of excellent values in available mansions to look over, but before any down payments were made, the project expanded to where it seemed as if a larger building would be better suited to it.

It was along in here some place that the thought of moving NALU clear out of the New York metropolitan area was conceived. Washington, D.C., was suggested, but a Washington association committee advanced some persuasive reasons for not having NALU located there. Indianapolis, on the other hand, went all-out to convince the national association that their city was the ideal spot.

### Got Out The Welcome-Wagon

The Indianapolis association prepared a complete presentation, setting forth the advantages, geographical and otherwise, of their city, together with welcoming letters from the mayor, the governor of Indiana, the local chamber of commerce, the board of trade and other civic organizations. There were even specific proposals from contractors and real estate men giving prices for older and newly constructed buildings and tentative financing commitments from at least one local bank.

Later on Chicago got into the race with the most high-powered and skillfully organized drive of all the many cities that decided to compete for the honor. In addition, Chicago had the lure of rent-free land adjacent to the University of Chicago on the city's South Side. However, it was also adjacent to what was known as a "depressed area," the kind of neighborhood that could easily give rise to the question, "Would it be a safe place for women employees to walk through after dark?"

### Referendum Was Held

The pulling and hauling among the various contenders got so hot that the NALU board decreed a preference vote among the local and state associations. The vote was for Washington, D.C., apparently on the rather loose premise that "How could you go wrong being located in the nation's capital?"

In the meantime, the New York City association had gotten belatedly into the act. New York had had NALU in its midst for so long that the prospect of losing it had to be pretty imminent in order to cause any excitement in the metropolis. Even so, New

York never succeeded in putting on a drive that was in the Chicago league for power and smoothness.

### Basic Question Overshadowed

The basic question of whether it made any sense to take NALU headquarters out of the New York area, where it had long operated effectively and efficiently, was getting more and more lost sight of in the smoke and dust in the battle between Chicago and New York. New York didn't have free land, but it could offer the Bankers National Life home office, which the company was vacating to move into a new building. This was in Montclair, N. J., about 15 miles from New York City and could be had for less than \$300,000.

Another New York proposal was to buy a piece of land that was available in the midtown area just below 42nd Street. This would provide room for NALU and its tenant, LUTC, and still have quite a lot of space that could be rented for additional revenue.

### Washington Was Compromise

However, the pro-Chicago and pro-New York members of the board of directors were so adamant that they finally chose Washington as a way of coming to a decision, even though the Washington association's committee had urged against Washington as a choice.

After that crisis had smoothed out came the long and discouraging effort to erect a building at 22nd and C Streets, N. W., in Washington. All this time building costs were rising, but the need for space was increasing, so the original plans for the C street building had to be enlarged. But the piece of property was part of ground that the federal government had designated for "taking." It was soon obvious that the government wanted to keep NALU out of there. NALU leaders did some dazzling counter-maneuvering, but the government seemed to have two new roadblocks for every one that NALU succeeded in removing.

### Adams Took Action

Meanwhile, some of the NALU leaders, including the president, Albert C. Adams, John Hancock, Philadelphia, were getting increasingly uneasy about (1) the likelihood that the government would succeed in stalling indefinitely NALU's construction start and (2) the chance that eventually the government would take the land and building anyway through condemnation proceedings.

At the risk of making himself persona non grata with the building committee, Mr. Adams asked the board of trustees to set some conditions under which the committee was to operate from then on. The board did so. Some of these conditions the committee accepted but a couple of them didn't go down, and following one of the most dramatic sessions ever held by an NALU board, the five-man building committee resigned unanimously. Soon afterward, at the annual meeting two years ago, the committee appealed to the national council to recommend to the board that it reconsider its action, but the council voted to back the board.

The new committee got busy and soon lined up an available building, the former St. John's orphanage. A very complete job of reconstruction has been done, and a new wing added, so that to all intents and purposes it is a new building.

## New Book Gives Vivid Account Of Insurance

(CONTINUED FROM PAGE 2)

than you will. Why, if you only knew it, he's just thinking the same thing about you."

Here's one that is just as timely right now as it was 64 years ago, when it appeared:

"October, 1895, was the largest month in its year. What will October, 1896, be? Gentlemen, this all depends on just one thing... Is our character sufficiently strong to resist drifting with the popular tide, which will be to stand around on street corners and talk politics?"

In fact, so great was the problem of getting people to talk life insurance instead of politics in the 1896 campaign that it stimulated Mr. Perkins into concocting one of his more ingenious sales gimmicks. There was so much public interest in the election that many agents were taking a defeatist attitude, slackening off in their canvassing because they felt no one was interested in anything but the election.

### Issued 'Prediction Sheets'

Says Mr. Garraty: "Perkin's antidote to this defeatism was a little pamphlet, which he sent out in huge numbers, that listed all the states and their electoral votes. Recipients were invited to predict the winner in each state and send their guesses to the company; in return they received a small booklet containing pictures of all the presidents."

"This scheme caught on at once. Demands for prediction sheets poured in, nearly a million of them by election time, providing the 4,000-odd agents of the New York Life with thousands of prospects and a revived incentive to sell insurance."

It turned out that these predictions were a remarkably accurate forecast of the way the election would go in the various states. Only four states failed to go as the majority of the local balancers had guessed. The device was used again in 1900 and in later election years as well.

Mr. Garraty notes that it was Mr. Perkins who brought New York Life from the position of smallest of the three giant companies to No. 1 rank, between his election as 3rd vice-president in 1892 and May, 1899, when it became the first company to reach the billion-dollar mark in insurance in force.

Mr. Garraty is particularly good at re-creating the drama of the competition among the giant life companies and making it seem real. It is neither milked for sensationalism nor glossed over so as to make everybody concerned seem impossibly noble. It should be read by anyone in the business who is interested enough in the background of his chosen work to know what it was like in a lively and eventful decade of its history.

"Right Hand Man" is published by Harper. It costs \$7.50.

## Inter-Ocean Holds Workshop

A new product workshop was held by Inter-Ocean at Asheville, N. C., Aug. 21-24. Its purpose was to introduce and perfect health insurance coverages soon to be marketed by the company. Major medical with maximum up to \$10,000, a hospital benefit plan, and a monthly income A&S policy, all guaranteed renewable for the life of insured. Attending the special four-day meeting were key general agents, agents, Inter-Ocean managers, and home office executive personnel.

## Texas Legal Reserve Officials Meet

(CONTINUED FROM PAGE 13)  
most attractive to other industries."

Industry can help develop new talent, he said, by taking an interest in the universities' programs and assisting in the creation of new instructional materials. He also urged his listeners to "transmit to young people some of your own enthusiasm for the business. Have youngsters work in your

office during the summer and help them to see the whole picture of what your company is doing."

Harry H. Crow Jr., vice-president of Southern Equitable Life, discussed the variable annuity and the competitive challenge it offers to life insurance in the sixties. He reviewed the pro and con arguments that had been presented in the course of a nationwide con-



Tom Robinson (second from right), Mid American Life, new president of Texas Legal Reserve Officials Assn., receives association files from E.O. Severin, Commercial Standard, outgoing president. Other new officers shown are (left) D. J. Hundahl Jr., secretary, and C. C. Yost, Union Bankers, 1st vice-president. Not shown is Sam T. Cobb, Coleman Life, new 2nd vice-president.

## WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.  
THE NATIONAL UNDERWRITER—LIFE EDITION

### HOME OFFICE POSITIONS

Rapid expansion has opened a number of new management positions for experienced, qualified men.

Assistant Manager, Group Underwriting Department  
Manager, New Business Unit, Group Department  
Supervisor, Group Administration  
Ordinary Underwriter  
Editor, Company Field and Home Office Publications  
Also, actuarial students with Part II or III passed.

These highly desirable positions with General American Life Insurance Company of St. Louis.

Write A. W. Evans, Director of Recruiting, 1501 Locust St., St. Louis 66, Mo.

### SUPERINTENDENT or REGIONAL DIRECTOR OF AGENCIES Presently Available

Canadian in early 40's been with one of World's largest multi-line companies, does not operate in U.S.A., fourteen years, twelve years as Agency Life Manager, two as Agent. Short period with U.S. company as Director of Training. Built branch to 30 million in force. Desires to relocate in U.S. as Superintendent or Regional Director of Agencies. Very conversant with Home Office Agency procedures. Successful experience in recruiting and training Agency Managers. Married, two college children.

Available for interview at Washington during N.A.L.U. convention. Reply Box NY-38, c/o National Underwriter, Adv. Dept., 17 John Street, New York 38, N. Y.

### ASSISTANT ACTUARY WANTED

Rapidly growing Colorado Life and Accident and Health Company has opening for an assistant actuary, age 20 to 30, with two or more society examinations. Salary open. Write Box T-42, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### EXECUTIVE ASSISTANT AVAILABLE for medium size life company.

If your company is not more than ten or twelve years old, growing at a rate where internal and field proprietorship is taxing your president or other chief administrative officer, if relations with policyholders, stockholders and general public are not producing the additional business or increased prestige they could, perhaps I can help. Eight years insurance experience, good personal producer ordinary life, recruiter and trainer of men. Ten years successful public relations management and general administration. Available Sept. 15. Write Box T-44, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### AGENCY SUPERVISOR

to assist General Agent of 112 year old St. Louis Agency of Connecticut Mutual Life in recruiting, selection, training and supervision of new full-time organization. Substantial incentive salary and fee contract available to well-qualified man. Nucleus of unit already established. Write detailed biography to Wallace C. Brunner, Suite 1736, Arcade Building, St. Louis 1.

### AGENCY DIRECTOR

For fast expanding Mid-Western Life Insurance Company with approximately 85 Agents and 35 Million in force. Salary commensurate with ability. Recruiting and training of General Agents and Agents. Full background with first letter. Write Box T-21, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### INDIANA AGENTS

Large exclusive credit insurance General Agency is seeking representation in Indiana. Above average commissions paid good producers. Reply box T-37, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

trovery over the desirability of the variable annuity. He noted, too, the gradual acceptance as evidenced by recent New Jersey legislation to permit the sale of variable annuities in that state.

### Urges Open-Minded Consideration

Mr. Crow urged open-minded study of the variable annuity as "at least one approach to the unmistakable fact that the life insurance industry has not met the challenge of fulfilling a need for protection for the individual in his retirement program against the erosion in the purchasing power of the dollar."

A brainstorming session was held to demonstrate a technique by which companies may develop more ideas for improving their business. Eight association members participated in the session led by Alan Scott of the University of Texas faculty. Thirty-one ideas were presented on "What the Individual Company Can Do to Improve the Public Impression of the Insurance Industry."

A talk on "What We've Found About the Federal Income Tax Law" was presented by John F. Miller, CPA of Ernst & Ernst, Dallas.

Speaker for the final luncheon was Bob Murphey, Nacogdoches district attorney, who gave a humorous presentation of east Texas wit and wisdom.

Houston was selected as the site for the 1961 convention.

## Blumberg Gives Views On Halting NALU Building Fund Drive

(CONTINUED FROM PAGE 1)

repugnant to the ethics of our profession. If this type of insurance is to be sold, it should be done strictly in conformity with rules and regulations established by NALU and the sound and constructive regulations established by several companies, among which were those set forth by my own company.

"The problem raised in this type of sale is the selling of insurance in unwarranted situations. This can only be curbed by the underwriting practices of the companies and should be discussed with them as a company field practice. We cannot hide our heads in the sand and deplore this sales method. We must continually be aware of its existence and make certain that it does not get out of line again. To deny our clients the use of their cash values as they see fit is to deny them one of the greatest assets of life insurance as property. How this asset is protected depends entirely upon the integrity and ability of the agent."

On group insurance: "I am completely and unalterably opposed to association group, direct writing of group, and the so-called 'jumbo' group, or group limits that discriminate in favor of highly paid executives and company officials. This type of activity within our business is contrary to public interest, and a brief to substantiate such a claim can be adequately presented."

"But I believe our opposition to this type of underwriting becomes merely

a straw in the wind unless we are forthright and honest in saying that such practices are against the interest of the agent and will eventually produce or even destroy the agency system. To effectively oppose these practices in the group field requires a hard hitting factual presentation which will set forth the dangers to the public and at the same time pinpoint the damage to the agency system.

### Hits 'Flimsy Excuse'

"I am not unmindful of the problems confronting the companies in the group writing field, but I do not believe they can eventually justify their actions on the flimsy excuse that 'we don't, others will.' It is high time the companies began to realize that the continuation of such practices in the group underwriting field will truly destroy the agency system, and what can be more damaging to the 'public interest' than to see this dynamic production effort removed from the economic stream of life?"

"It is my honest belief that unless the companies get together with the agents and clean up this problem within our own house the government will step in and control it for us."

### Says Ball Was Fumbled

On health care for the aged, Mr. Blumberg says "it is quite obvious that we in the insurance industry have fumbled the ball" but "let's not now find ourselves committing a double wrong by thinking we do justice by fostering a 'stop the Forand type of legislation' movement alone. Our efforts must also be directed toward getting the companies to develop a program that will serve the medical needs of the aged, wherein there is an acceptance of the risks on an efficient and reasonably profitable basis."

On the Keogh (Smathers) type of legislation to permit the self-employed to set up pensions with tax-deductible dollars, Mr. Blumberg expresses approval but not at the expense of putting inequities into the present regulations governing pension trusts. And he is against the group insurance approach, especially for professional and trade association groups coming under the proposed law.

### Is Against Dual Licensing

He opposes dual licensing for the sale of life insurance and mutual funds but warns that to be dogmatic sometimes means to be impractical and "I therefore hope that the national council and the board of trustees of NALU will do some serious soul searching before a final decision is reached on this subject."

Whether or not to engage in multiple-line selling is something that Mr. Blumberg would leave to the individual agent, "who should let his own abilities and the characteristics of his clientele decide which way he will go."

### Wants To Push NALU Slide-Film

As for the spread of social security he favors a strong offensive, based on education not only of the public but of NALU members. He mentioned the showing of the NALU social security slide-film in every city and town as something all NALU members should dedicate themselves to.

Mr. Blumberg is wholly in favor of state supervision but he warns that unless all hands help improve state supervision there is danger of opening the door to federal supervision and control.

American Mutual of Des Moines is accepting discounted premiums at a 4% interest rate, up to a maximum of 10 premiums.

September 3, 1961

Group of promoted B. T. Hu...  
E. F. Rand...  
D. Stark...  
Watson, s...  
continue...  
office.

A numb...  
made.  
V. L. S...  
been nam...  
Bohling...  
Munster,

BOWLES

MAN

RICHMOND  
PORTLAND

CO

San Francisco

Los Angeles  
811 Americ

E.

A

Bourse Bu

Haig

2801 North  
Indianapolis

NE

ST. LOU

THE  
HOWARD

Consulting  
2859 N. MER

Irwin

M

XUM



## Home Office Changes

### Provident L.&A.

Group department agency assistants promoted to regional managers are B. T. Hurley, north Atlantic region, E. F. Randolph, midwest region, David D. Stark, southwest region and F. W. Watson, southeast region. They will continue to operate from the home office.

### Lafayette Life

A number of promotions have been made.

V. L. Smith, assistant actuary, has been named associate actuary; M. T. Bohling, formerly general agent at Munster, Ind., assistant group super-

visor; Herman Bouwkamp, agency accounting manager; Emerson DeBoy, premium accounting manager; W. R. Courter, policy service manager; A. G. Ponton, policy loan manager; W. R. Frey, policy re-write manager, and C. E. Nichols, policy re-write assistant manager.

### Ohio State Life

I. M. McCampbell, vice-president, actuary and board member, has retired. He joined the company in 1924 as a clerk and progressed through numerous administrative capacities in actuarial, treasury, and secretarial functions. He will continue as a director and a member of the executive and auditing committees.



I. M. McCampbell

### B.A.R.E.

R. G. Robotka has been appointed group actuary. An associate of Society of Actuaries, he has been with the company since 1957 as assistant actuary and most recently as associate group actuary.

### Republic National Life

J. E. Flick has been named vice-president and W. D. Wilson assistant secretary. Mr. Flick joined the reinsurance division of the company in 1958 and was appointed assistant vice-president last year. Prior to that he had been president of Fidelity American Life. Mr.



J. E. Flick

Wilson joined Republic National in 1947 and was manager of policy insurance until 1955, at which time he went into the reinsurance division.

### Northwestern Mutual Life

R. W. Benton, an assistant medical director, has retired after more than 25 years with the company. Dr. Benton joined Northwestern Mutual in 1935 as a staff physician, becoming the company's first staff electrocardiographer.

### Security Life & Accident

R. H. Kershaw has joined the company as assistant agencies director for the west coast. He has been with Pacific Mutual Life and Guaranty Union Life.

### Sun Life Of Canada

H. R. Crabtree, chairman and president of Woods Manufacturing Co., and M. M. Walter, chairman and president of Royal Bank of Canada, have been elected directors.

### Old Equity Life

R. C. Lasher has been appointed public relations supervisor. He has been a legal editor for a business publishing house.

### Standard Security Life

Elected directors are: R. K. Lindop, insurance consultant, who recently was appointed to assist

the company in establishing new insurance policies, a sales training plan and a liaison program between the field force and the home office.

B. B. Eichwald, president and a director of B. Eichwald & Co., New York electrical engineering and construction firm.

### Hartford Life

D. C. Tillotson, manager of the actuarial department, has been elected an assistant secretary. He was an actuary for Indianapolis Life.

### Life & Casualty

A. E. Abbey, a member of the legal department, has been named assistant general counsel.

### Manhattan Life

Leslie Maltman, manager of the tabulating department, has been appointed manager of the new electronic data processing, planning and training department. He was formerly with Expressmen's Mutual Life.

Robert Rush has been appointed assistant manager in the same department. He has been in the tabulating department.

Alfred De Gennaro has been named

to succeed Mr. Maltman and will continue his present duties as manager of the addressograph-reproduction department.

Arnold Gellert, who was in the controller's department, has been appointed to the new position of internal auditor.

**PACIFIC NATIONAL LIFE** has appointed J. T. Grant vice-president and director of agencies. He was formerly resident vice-president at Los Angeles for the Pacific Coast department of Continental Assurance.

**NATIONAL OLD LINE** of Little Rock has appointed P. H. Johnston vice-president of the savings and loan insurance department. He has been with Continental Casualty.

**OLD LINE LIFE**—Named to the board are F. P. Graf, controller and vice-president, and W. M. Lamont, Aberdeen, S. D., rancher.

**P. J. Gallo**, Prudential, Evansville, Ind., considers teaching LUTC classes to be such a privilege that he asked LUTC headquarters to send his \$214.37 instructors compensation check to the NALU building fund.



## HELP IN GETTING THE INTERVIEW...

is offered Nalac field underwriters in a series of action arousing direct mail pieces.

Another good example of how North American paves the way for *Confident Selling*.



**NORTH AMERICAN**  
*Life and Casualty Company*

LIFE • SICKNESS • ACCIDENT • GROUP  
HOME OFFICE: MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND, President  
J. E. SCHOLEFIELD, C.L.U., Vice President, Director of Agencies  
Over \$900 Millions of Life in force.

## ACTUARIES A

### BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES  
MANAGEMENT CONSULTANTS  
LIFE—FIRE—CASUALTY  
EMPLOYEE BENEFIT PLANS  
RICHMOND ATLANTA NEW YORK  
PORTLAND DALLAS MIAMI

### COATES, HERFURTH & ENGLAND

Consulting Actuaries  
San Francisco Denver Los Angeles

### WILLIAM C. CONLEY

Consulting Actuary  
Lansing and Detroit, Michigan  
811 American Bank Bldg., Lansing 68, Mich.

### E. P. HIGGINS & CO.

Consulting Actuaries  
Auditors and Accountants  
Pension Consultants  
Bourse Building Philadelphia 6, Pa.

### Haight, Davis & Haight, Inc.

Consulting Actuaries  
Insurance—Pensions  
2801 North Meridian St. 5002 Dodge St.  
Indianapolis 8, Ind. Omaha 32, Neb.

### NELSON and WARREN

Consulting Actuaries  
Pension Consultants  
ST. LOUIS KANSAS CITY

THE HOWARD E. *Nyhart* COMPANY  
INCORPORATED

Consulting Actuaries  
2859 N. MERIDIAN ST. • INDIANAPOLIS 7, IND.

### Irwin Solomon & Co.

Consulting Actuaries  
Management Consultants  
342 Madison Avenue  
New York 17, N. Y.

## Some frank opinions on what life is like being married to a Nylic Agent



*Mrs. Rosalind Domenitz, Manhasset, N. Y.:* When her husband was discharged from the Army, the Domenitzs faced the question of which career he was best suited for. After careful consideration Mr. Domenitz decided to come to New York Life. Writes Mrs. Domenitz:

**INCOME HAS TREBLED . . .** "I confess I was totally unprepared and not a little dismayed at the prospect of my husband becoming a life insurance salesman. I considered that he would have a thankless and strenuous job.

"I realize now that life insurance is a professional career and I am proud that my husband can administer real

service to people in this highly important field. My husband's yearly income today greatly exceeds that of his best annual earnings prior to joining New York Life. Today we have been able to furnish a new home and are able to afford other lesser luxuries that seemed impossible a short time ago."



*Mrs. Clay Thomas of Kenner, La.* says that her husband always wanted to go into business for himself, so on November 1, 1945 he joined New York Life. Mrs. Thomas goes on to write:

**I HAD THE USUAL WIFELY QUALMS . . .** "Although I respected my husband's ability to succeed, in whatever venture he might undertake, I had the usual wifely qualms about the outcome. I hated to be the kind of wife who holds her husband down, but I'll admit I could just imagine losing our home and living a 'hand-to-mouth existence.'

"Well, New York Life was the answer. Although my husband had no previous sales experience, somehow, from the first day he started, his ambitions for unlimited opportunities and income have been satisfied. And I have no doubts about our present or future security."

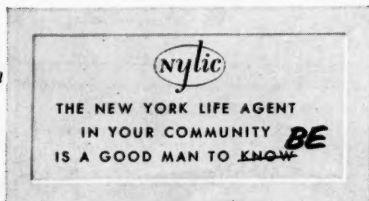


*Mrs. Don Hanesworth, Madison, Wisconsin,* encouraged her husband to give up a supervisory position with a public utility company in order to start with New York Life. This is Mrs. Hanesworth's story:

**FUTURE SECURITY IS EVERYTHING . . .** "Since Don has about trebled his old salary," says Mrs. Hanesworth, "we know it was a wise move.

"We also have great confidence in the future, because of the New York Life compensation plan under which agents may qualify for a life income. I think it is far ahead of the retirement possibilities of any other occupation. This is one thing that sold me on New York Life from the beginning. Future security is everything because of that plan and because of the unlimited possibilities of income. Now, after three years, I am more enthusiastic than ever."

*Lifelong security  
is the major reason  
why wives say . . .*



### New York Life Insurance Company

51 Madison Avenue, New York 10, N. Y.

A MUTUAL COMPANY FOUNDED IN 1845

Life Insurance • Group Insurance • Annuities • Accident & Sickness Insurance • Pension Plans

30¢ a  
\$7.50

AL  
Su

The j  
Life Co  
Assn. on  
icy, app  
a set of  
be subm  
mittees  
nual me  
report is  
It is ac  
sion of  
the back  
over gro  
tary com  
Northwe  
J. Zimm  
Life.

The re  
1. Reve  
support  
000/40,00  
life insur  
duals, in

Equit  
Prosp

WASH  
Life of V  
got Secur  
clearance  
months o  
has been  
temporar

A feat  
plan is th  
voting ri  
reflect th  
ative to  
The po  
nity on



The out  
Life Unde  
Wayne, M  
sents the  
elected chi  
Phillips III  
certificate  
and a ster  
from the lo